



ARCADIA

Transformative climate resilience
by nature-based solutions in the
continental bio-geographical region

Work Package 11

Dissemination, exploitation & communication

DELIVERABLE 11.2

Activity report I and first 18-month periodic impact assessment



**Co-funded by
the European Union**

The transformative climate resilience by nature-based solutions in the continental bio-geographical region project has received funding from the European Union under the HORIZON-MISS-2022-CLIMA-01 call with Grant Agreement n. 101112737.

Work Package 11 - Dissemination, exploitation & communication

DELIVERABLE 11.2

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TABLE OF CHANGES

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1.0	13/05/2025	Draft of table of content and the structure of the report	Marina Kovari	
1.1	06/06/2025	Reviewed by SDU	Sara Gentilini	
1.2	11/06/2025	Reviewed by WUR	Marise Welles	
1.3	19/06/2025	Added workshops and updated dissemination activities by CKIC	Seth Armstrong Twigg	
1.4	20/06/2025	Added webinar summary and updated dissemination activities by CMCC	Nicoletta Boi	
1.5	30/06/2025	Formatting and minor changes	Lorenzo Oretti	
2.0	30/06/2025	Final editorial review and formatting	Marina Kovari	Ready for submission

GLOSSARY

Entry	Definition
Blue and Green Infrastructure networks	An interconnected network of waterways, wetlands, wildlife habitats, and other natural areas; greenways, parks, and other conservation lands; working farms, ranches, and forests; and wilderness and other open spaces that support species, maintain natural ecological processes, sustain air and water resources, and contribute to the health and quality of life.
Nature Based Solutions	Solutions inspired and supported by nature, which are cost-effective, simultaneously provide environmental, social and economic benefits and help build resilience.

ACRONYMS

Abbreviated	Extended
BGI	Blue-Green Infrastructure
NbS	Nature-based Solutions
PEDR	Plan for the Exploitation and Dissemination of Results
TAGs	Target Audience Groups

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EXECUTIVE SUMMARY

In the first 18 months of the ARCADIA project, significant progress has been made in advancing the communication objectives that are central to promoting NBS for climate adaptation. Recognizing the urgent need to address climate change impacts, ARCADIA successfully raised awareness about the critical importance of climate adaptation and effectively communicated the multiple benefits of investing in nature-based solutions.

Through targeted and tailored communication efforts, the project has fostered active knowledge sharing and enhanced data utilization, enabling stakeholders to develop and implement evidence-based adaptation strategies. ARCADIA has also excelled in fostering collaboration across sectors and governance levels, creating a cohesive network of actors committed to integrated and sustainable climate resilience efforts.

Support for local and regional adaptation initiatives has been a key achievement, with ARCADIA co-designing and promoting tailored NBS solutions that address specific environmental and social contexts. At the same time, the project has strengthened international partnerships, particularly within the NBS4EU cluster, leveraging this collaborative network to amplify the reach and impact of nature-based solutions across Europe.

ARCADIA's dissemination, exploitation, and communication activities have mobilized a diverse range of stakeholders - including policymakers, researchers, societal actors, and citizens - ensuring broad engagement and capacity development.

Chapter 1 - Report of the communication activities M1-18

The ARCADIA project has made significant strides in its first 18 months. Work Package 11 (Dissemination, Exploitation & Communication) is focused on amplifying climate adaptation awareness and fostering collaborative knowledge exchange. Below is a structured assessment of activities and impacts aligned with some of the communication objectives (COMM OBJ):

1.1 COMM OBJ: raising awareness around the ARCADIA Project

The LinkedIn profile - May, 2024 – May, 2025

Over the past year, the ARCADIA LinkedIn page has shown steady growth in both reach and engagement. The page has become an important channel for disseminating project updates, promoting NbS, and engaging with the climate adaptation community.

To empower partners and enhance their capacity to use LinkedIn effectively, the communication team developed a comprehensive social media guide tailored to the project's objectives and audiences (see the Annex 1). This guide provided step-by-step instructions on setting up and optimizing LinkedIn profiles, best practices for sharing project

updates and engaging with stakeholders, and tips for creating impactful content that aligns with ARCADIA's communication strategy. It also includes guidance on leveraging analytics to monitor performance, foster professional networking, and amplify the reach of NbS across our target regions.

Audience growth and reach

- Impressions (total):
 - Peak Days: the highest spikes in impressions occurred on days with major project announcements or when multimedia content (videos, infographics) was shared.
 - Monthly Average: impressions ranged from single digits on quiet days to peaks of over 2,000 on high-activity days (notably, 2,650 impressions on a campaign day).
 - Cumulative reach: the page achieved several days with over 100 impressions, indicating growing visibility within the target audience.
- Unique impressions:
 - The highest unique impression count reached 786 on the best-performing day, showing successful outreach beyond existing followers.

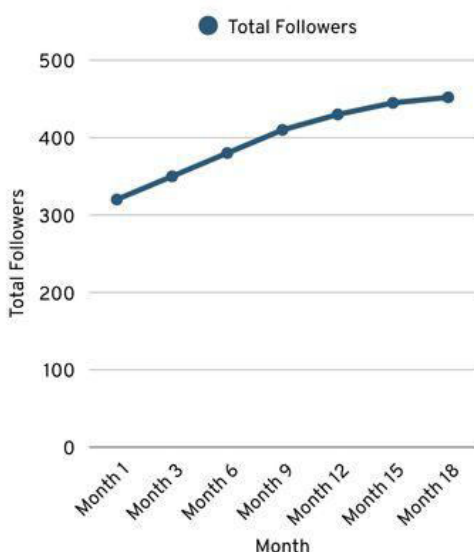


Fig. 1 - Follower growth over 18 Months. It shows steady follower growth with gradual increases, highlighting project milestones and events that have boosted followers.

Engagement metrics

- Clicks:
 - Total clicks: peaks of 411 and 202 clicks on high-engagement days, with several days above 50 clicks.
 - Interpretation: content that included calls-to-action, downloadable resources, or event sign-ups drove the most clicks.
- Reactions (likes, etc.):

- Total reactions: the highest reaction days saw up to 126 and 198 reactions, with a consistent base of daily engagement.
- Trend: visual and interactive posts, such as project milestones and NbS case studies, generated the most positive feedback.
- Comments:
 - Total Comments: generally low, with occasional spikes (up to 17 comments on the most-discussed post).
 - Insight: there is room to encourage more dialogue and community interaction.
- Shares (post diffusions):
 - Total shares: several posts were shared up to 13 times, indicating content resonance and amplification by followers.
- Engagement rate:
 - Best days: engagement rates peaked in the days leading up to and following the First ARCADIA Festival.

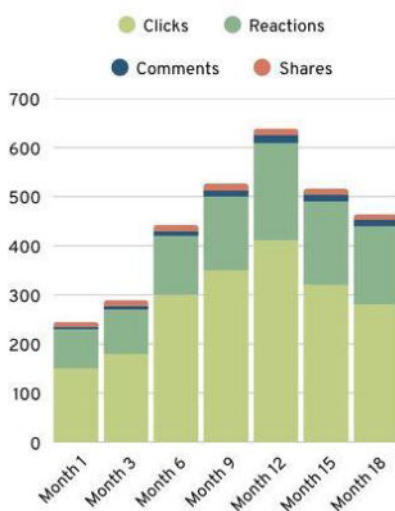


Fig. 2 - Monthly engagement breakdown. Clicks and reactions dominate engagement; comments and shares are lower but show spikes during interactive posts.

Content performance

- Top performing content:
 - Posts about project events, and co-innovation labs consistently outperformed standard updates.
 - Multimedia content (videos) and posts with strong visuals had higher impressions and engagement.
- Content types:
 - Informative posts, event announcements, and project milestone updates were the most effective in driving engagement.

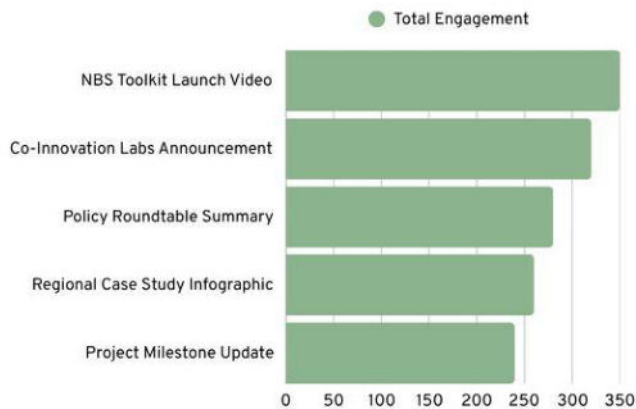


Fig. 3 - Top 5 posts by total engagement (Clicks + Reactions + Comments + Shares). It visualizes which post topics and formats generated the most engagement.

Audience insight

- Geographical reach:
 - While specific follower locations are not included in the dataset, the engagement pattern suggests a strong European audience, in line with the project's target regions.

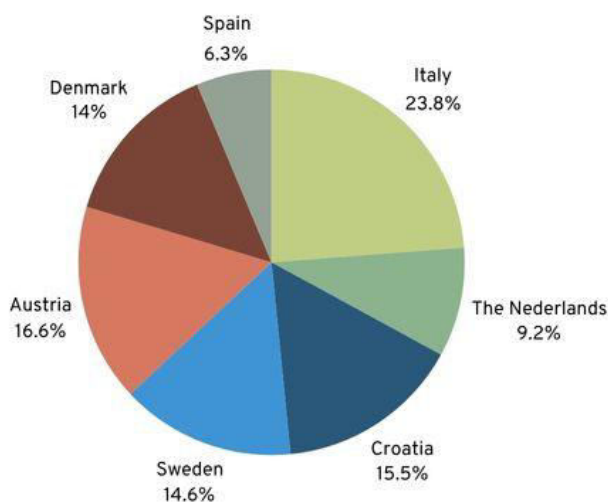


Fig. 4 - Audience demographics table. It shows the geographic distribution of followers.

Follower profile

- The high engagement on technical and policy-related content indicates a follower base composed of professionals in climate adaptation, public administration, research, and environmental sectors.

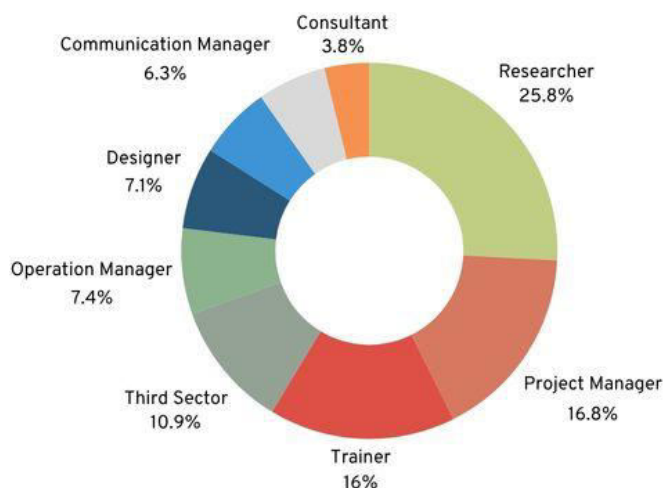


Fig. 5 - Follower profile. It shows the employment sector of followers.

The Arcadia website: <https://www.arcadia-adaptation.eu/>

The website was launched in February 2024 as a comprehensive, authoritative hub for advancing nature-based climate adaptation across European regions, with a clear mission, structured project information, regional showcases, and active event engagement. Although specific web analytics data are not provided, the site's content strategy and frequent updates suggest effective outreach and knowledge sharing within its target community of climate adaptation stakeholders.

- **Mission and vision:** the site clearly communicates ARCADIA's mission to demonstrate the vital role of NBS in effective climate adaptation, aiming to empower European regions and communities by 2030.
- **Project overview:** it presents detailed information on the project's objectives, such as galvanizing transformative adaptation, supporting regional blue-green infrastructure networks, providing evidence-based knowledge and tools, and fostering enabling conditions for green recovery and resilience.
- **Regional focus:** the website highlights 5 model regions (Italy, Croatia, Austria, Denmark, Sweden) and 3 fellow regions (Bulgaria, Romania, Slovenia), showcasing their climate adaptation strategies and commitments.
- **News and events:** it features updates and events. From February 2024 through June 2025, this section contains 30 posts, including project news and updates, upcoming and past events (workshops, conferences, and stakeholder meetings), public consultations and community engagement activities.
- **Resources and tools:** it provides access to resources, tools, information sheet¹, and results to support regions in adopting NBS and closing adaptation finance gaps.

Arcadia web presence is characterized by:

¹ See the information sheet about *Caring for old trees*

<https://www.arcadia-adaptation.eu/index.php/caring-for-old-trees-a-commitment-to-a-healthy-tomorrow/>

- Focused organic search visibility aligned with its niche.
- Strong regional relevance to European climate adaptation stakeholders.
- Content-driven engagement through news, events, and resources.

The website's structure and content suggest a focus on:

- Target audience: policymakers, regional authorities, climate adaptation practitioners, researchers, and community stakeholders interested in nature-based climate solutions.
- Engagement strategies: the site encourages exploration of regional case studies, participation in events, and use of practical tools, which likely supports sustained user engagement and knowledge dissemination.
- Content updates: frequent news articles and event announcements indicate active content management, which is beneficial for SEO and returning visitors.

Showcasing the ARCADIA project into International events

[Climateurope2 Festival 2024](#)

On March 11, 2024, the ARCADIA project participated in the Climateurope Festival, held in Venice, Italy. The event, titled “Bridging Science, Services, and Standards for a Climate-Resilient Future,” provided a unique and interactive platform for advancing climate services through knowledge exchange, participatory activities, and artistic engagement. Unlike traditional scientific conferences, the Climateurope Festival included plenary sessions, World Cafés, a marketplace, and hands-on discussions to foster collaboration among diverse stakeholders. ARCADIA was presented by Arianna Cecchi (ART-ER) in the “Keynotes and panel session” dedicated to the EU Mission Adaptation.

[NetworkNature virtual event: strengthening collaboration for NbS](#)

On March 20, 2024, the ARCADIA project participated in the NetworkNature virtual event, an initiative dedicated to advancing Nature-based Solutions through collaboration, knowledge exchange, and policy integration. This meeting brought together experts, researchers, and policymakers to discuss the latest advancements, challenges, and opportunities in the NbS field.

[Busting Myths: People with Nature](#)

On September 25th, 2024, the ARCADIA project participated in the NetworkNature Annual Conference. The event aimed to challenge misconceptions surrounding ecosystem restoration and management. Through insightful discussions, innovative presentations, and interactive activities, participants explored the transformative role of Nature-based Solutions in reversing biodiversity loss and fostering harmonious relationships between nature and people.

[Post-Mediterranean Forum peer exchange \(Regilience\)](#)

On June 20, 2025, ARCADIA participated in the Post-Mediterranean Forum peer exchange, held in Bologna as part of the Mediterranean Forum for the EU Mission on Adaptation to

Climate Change. This high-level event convened key policymakers, regional leaders, and experts from across Europe and the Mediterranean to exchange knowledge and strategies on climate adaptation. Arianna Cecchi, from the lead partner ART-ER, pitched the project ARCADIA in the session dedicated to Nature-Based Solutions and participated in the group discussion with other NBS-related Project.

Watershed Summit in Denver

On June 20, 2025, Consorzio di bonifica di secondo grado per il Canale Emiliano Romagnolo - Canale Giandotti (11 - CER) participated in the annual Watershed Summit at the Denver Botanic Gardens, an international event that unites water professionals, community leaders, and stakeholders to address global water challenges and innovative solutions. During a dedicated session on integrated water management strategies, Consorzio presented the Arcadia Project with the talk “Multipurpose Watershed Management with Nature-based Solutions: the Arcadia Project and in the field experiences.” The presentation highlighted Arcadia’s pioneering work in co-innovation labs in Emilia-Romagna, Italy, and Helsingborg, Sweden, showcasing nature-based solutions such as forested-infiltration areas and green-blue infrastructure. These interventions demonstrate the project’s commitment to climate adaptation, improved water quality, and biodiversity, and foster collaboration among governments, communities, the private sector, and research networks across Europe and beyond.

ARCADIA posters have been actively presented by partners at numerous events to maximize visibility. As detailed in Table 2 of the annexes, partners have displayed ARCADIA posters at international conferences, workshops, and thematic events, effectively disseminating project objectives, methodologies, and results to a wide audience of policymakers, researchers, practitioners, and community stakeholders.

1.2 COMM OBJ: fostering cross-sector collaboration

Thematic webinars

During the first 18 months of implementation, the ARCADIA project actively engaged consortium members through a series of thematic webinars. These were organized by WP6 in collaboration with the regions (WP1-5 and WP10).

The online sessions served as a platform to share knowledge, showcase innovative tools and foster dialogue and mutual understanding around climate adaptation, resilience, and innovative solutions for regional planning. In doing so, they helped strengthen the internal network of partners, contributing to a shared understanding of the challenges and opportunities addressed by ARCADIA. Recordings and slide decks of the webinars are available on the [dedicated ARCADIA webpage](#), ensuring broader access for both consortium members and external audiences. Below is a detailed list of the sessions, each with a short description and related links.

- [Gross ecosystem product assessment in the Apennines of Emilia Romagna](#)
In the first webinar of the Arcadia Series, Alessandro Bosso from ART-ER presents the experimentation of the Gross Ecosystem Product (GEP), a metric that translates ecosystem contributions to the economy into monetary terms. The presented case study focuses on the Parma East Mountain Union in the Apennines of the Emilia-Romagna region, Italy.
- [NBS for water management in Bulgaria](#)
Professor Vladislav Popov from Agricultural University of Plovdiv (35-AUP), along with Assistant Professors Ekaterina Valcheva and Tatyana Bileva, discuss how the Plovdiv region in Bulgaria is addressing major climate change challenges related to water management, including floods and droughts.
- [Climate and biodiversity smart forestry](#)
Tudor Stăncioiu from the Transilvania University of Braşov introduces climate-smart and biodiversity-friendly forestry management, explored within the ForestPaths Project, and how these approaches can be tailored to address challenges and opportunities in Romania.
- [NBS for rural areas in lower Austria's Lab 1](#)
The regional partners from Lower Austria (WP2) present the early stages of their first co-innovation lab in the Wagram area. The online session outlines the lab's focus on water management in agricultural landscapes, while providing insights into sustainable rainwater management and core principles for climate-resilient gardening.
- [Climate change challenges in region Podravje, Slovenia](#)
Professor Lucka Kajfež Bogataj from the University of Ljubljana discusses the climate change challenges faced by the Podravje region in Slovenia, emphasizing the urgency of adaptation measures that integrate human development with ecosystem management.
- [Digital tools for energy and climate planning](#)
ARCADIA's project partners representing Croatia (WP3) share insights into their experience with digital tools for energy and climate planning. GDI representatives present the Green Infrastructure Registry, designed for mapping urban heat islands, and the Energy Atlas, developed by the City of Zagreb to identify optimal areas for energy renovation and renewable energy use.
- [RECONNECT: Experiences from a Horizon project in Seden Strandby on Funen](#)
This webinar showcases lessons learned from another Horizon-funded project, RECONNECT, implemented in Seden Strandby, Denmark. Project lead presents the ecosystem-based coastal adaptation approach implemented along with local efforts to enhance NbS for hydro-meteorological risk reduction.
- [Addressing Skåne's Challenges in ARCADIA](#)
The webinar presents ongoing work and preliminary results from co-innovation labs in the municipalities of Malmö, Helsingborg, and Lund.

1.3 COMM OBJ: strengthening international partnerships through partners' communication activities

- **ART-ER (1-ARTER) and Emilia Romagna Region (9-RER)**

As the leading partner of the ARCADIA project, ART-ER together with Emili-Romagna Region play a central role in coordinating and amplifying communication and dissemination activities at both the regional and European levels. ARTER's communication strategy emphasizes the importance of sustainable forest management and the adoption of innovative practices, such as those pioneered by the National Park of the Tuscan-Emilian Apennines with FSC and PEFC certifications. By engaging local communities, public administrations, and businesses, ART-ER fosters a collaborative environment for co-designing transformative adaptation strategies. The organization actively promotes knowledge transfer, capacity building, and the creation of synergies across sectors, ensuring that the benefits of nature-based solutions are accessible and actionable.

Furthermore, ARTER leverages a variety of channels: [digital platforms](#), public events, and co-innovation labs—to stimulate dialogue, share best practices, and support the European research and innovation agenda.

- TITLE: [Conference “Sviluppo, tutela e valorizzazione del patrimonio forestale: le azioni a difesa del territorio regionale e il contrasto ai cambiamenti climatici”](#) (Development, protection and enhancement of the forest heritage: actions to protect the regional territory and combat climate change)

DATE: 10 giugno 2024 - all day

PLACE: Aula Magna, Regione Emilia-Romagna, Bologna

DESCRIPTION: The initiative included a series of interventions on the theme of valorising the "Natural Capital", with particular attention to active forest management in the overall protection of the regional territory. During the afternoon, the Horizon Europe - ARCADIA project was presented, with the involvement of all the Italian project partners. The conference has the objective of analyzing current and future climate adaptation challenges, as well as the strategies and actions necessary to address them effectively in the regional mountain and forest areas.

LINK: RER [website](#); ART-ER [website](#)

ATTENDEES: 92 participants.

- [ECCA 2025: Scaling Innovative Adaptation Finance Solutions](#)

On 17 June 2025, ARCADIA actively participated in the European Climate Change Adaptation Conference (ECCA 2025) in Rimini, Italy. Represented by Alessandro Bosso (who moderated one of the tables - the one dedicated to Payment for Ecosystem Services - within the World Café session), ART-ER contributed to the policy session on “Scaling Innovative Adaptation Finance Solutions: transference of financial structures and instrument”, engaging with leading experts to discuss the transference and scaling of financial instruments for climate adaptation. This participation reinforced ARCADIA's

commitment to advancing Nature-based Solutions through innovative financing and collaborative knowledge exchange at a prominent European platform.

- **Centro Euro-Mediterraneo sui Cambiamenti Climatici (2-CMCC)**

The CMCC Foundation plays a pivotal role in the communication, dissemination, and scientific leadership of Nature-based Solutions projects at the European level. Within the ARCADIA project, CMCC leads cross-regional support and synthesis activities, fostering synergies among model and fellow regions and catalyzing large-scale demonstration of climate resilience and blue-green infrastructures. CMCC's communication strategy is deeply integrated into its scientific and technical work, ensuring that actionable knowledge, guidance, and innovative tools developed through ARCADIA are widely accessible to communities, public administrations, and businesses across Europe.

CMCC's communication activities span scientific publications, policy briefs, public events, and digital platforms, ensuring that research findings and best practices reach a broad spectrum of stakeholders, from policymakers and practitioners to local communities and the general public. By coordinating knowledge transfer, capacity building, and stakeholder engagement across multiple NbS initiatives, CMCC amplifies the impact of NbS and strengthens Europe's collective response to climate change adaptation and resilience.

- **DEDA Next (3-DEDA)**

Leveraging its extensive experience in supporting public administrations and managing digital transformation projects, DEDA Next coordinates Work Package, which is dedicated to maximizing the project's visibility and impact across Europe. In Italy, DEDA Next's communication centers on promoting the adoption of NbS by fostering knowledge exchange, organizing training programs, and developing collaborative networks among public and private entities. The team actively disseminates project results and best practices through a variety of channels, including [digital platforms](#), social media, and targeted outreach to regional stakeholders.

- **The Swedish University of Agricultural Sciences (5-SDU)**

The University of Southern Denmark plays a vital role in ARCADIA's communication and research activities, contributing through two key faculties: the Faculty of Science (Department of Biology) and the Faculty of Health Sciences (Danish Centre for Motivation and Behaviour Science, DRIVEN). SDU's communication efforts focus on promoting the transformative potential of NBS for climate resilience at local and regional levels, particularly within the Funen region. The Department of Biology supports Work Package 5 by helping develop a vision and strategy for nature-based transformation to resilience, fostering co-innovation labs to design, test, and promote promising solutions. Concurrently, DRIVEN leads Work Package 7 tasks focused on understanding behavioral attitudes and preferences toward NBS among

citizens and businesses, and co-developing guidance to support effective behavior change interventions.

SDU actively disseminates ARCADIA's findings and engages stakeholders through a [webpage](#), scientific presentations, public events, and participation in international conferences (see the Nordic Nature-Based Solutions Conference). The university also facilitates regional collaboration, exemplified by exchanges between the Funen and Skåne regions to share experiences and co-develop implementation strategies. [Professor Kes McCormick](#), a prominent researcher at SDU, plays a key role in bridging scientific research and communication, contributing expertise in climate resilience and stakeholder engagement.

- **The Wageningen University (7-WR)**

Wageningen University & Research researchers are deeply involved in developing and testing innovative system approaches to NbS through 15 co-innovation labs across the model and fellow regions. WR's communication efforts emphasize translating complex scientific knowledge into actionable guidance and tools that support regional climate resilience strategies. This includes promoting behavioral change approaches, design and monitoring tools for NbS, and ensuring equitable implementation. Moreover, WUR actively disseminates ARCADIA's findings through a page on the official [website](#) and social media, scientific publications, policy briefs, and stakeholder engagement events, linking project outcomes to national initiatives like climate adaptation in agriculture and green climate-proof cities. The university also coordinates with sister EU projects such as DESIRMED and NBRACER, reinforcing ARCADIA's role within a broader network of climate adaptation research.

- **First ARCADIA Festival on Transformative NbS - Zagreb**

Date: April 9, 2025

Description: CKIC presented and discussed the ARCADIA [Guidance for NbS in practice](#) during the festival's interactive sessions. The event showcased the Guidance, which is designed to help regions select and design NbS and BGI that are tailored to their specific climate risks, societal needs, and local circumstances.

- **[NetworkNature Science-Policy Dialogue Event](#)**

Date: June 27, 2025

Title: How to mainstream NbS in national (and regional) climate adaptation planning

Organisers: UNEP-WCMC and IEEP in collaboration with IHS, Erasmus University Rotterdam

Description: WR presented Arcadia's D7.1 Scorecard assessment tool, especially the phases, as a framework for regional resilience that integrates Nature-Based Solutions (NbS) within the overarching Regional Resilient Journey (RRJ) approach.

- **Climate KIC (8-CKIC)**

Leveraging its extensive European network and expertise in innovation ecosystems, Climate-KIC supports ARCADIA by facilitating knowledge exchange, coordinating

awareness campaigns, and contributing to strategic communication planning. By integrating communication efforts with its broader strategic agenda, Climate KIC ensures that ARCADIA's messages reach a wide audience and that the project's outcomes contribute to Europe's climate adaptation and innovation goals.

- **First ARCADIA Festival on Transformative NbS - Zagreb**

Date: April 9, 2025

Description: CKIC presented and discussed the ARCADIA Readiness Scorecard during the festival's interactive sessions. The event allowed for valuable feedback exchange with policymakers, practitioners, and researchers on the Scorecard's utility in varied regional contexts.

- **The University of Southern Denmark (32 - SDU)**

The University of Southern Denmark (SDU) has established a robust and proactive communication strategy to maximize the visibility and impact of ARCADIA's research and activities, particularly in the realm of aquatic nature-based solutions. SDU's communication is coordinated by the Faculty of Natural Science's External Relations Team, led by Sara Gentilini, and is closely aligned with both the overall ARCADIA communication plan and specific collaborations with Odense Municipality. SDU's approach targets a broad audience, including academic and research institutions, policymakers, NGOs, professionals, and the general public, using a rich mix of channels such as the [SDU - ARCADIA webpages](#), a [special LinkedIn profile](#), newsletters, and event-based outreach. SDU researchers and staff have participated in high-profile events such as SDU's 8th Annual Climate Neutrality Conference in Sønderborg, where Gary Banta presented on aquatic nature-based solutions (NbS) in a Danish context, engaging researchers, citizens, students, and companies. SDU also contributed to public debates, including the Climate People's Meeting in Middelfart, and delivered targeted presentations such as "Is there life in Odense fjord?" at the Odense library, fostering dialogue on local aquatic environments. The team further extended their outreach through national media, appearing as a guest on the popular P1 radio program "Vildt Naturligt," and by participating in thematic events like the IUCN NbS day and Byplanmødet 2024, sharing insights on partnership-driven NbS in urban, rural, and coastal settings. Additionally, SDU researchers presented posters at the Nature-Based Solution Conference in Malmö, and contributed to professional networks such as DANCORE, highlighting collaborative management examples from Odense Fjord. These activities were systematically promoted via social media and institutional web platforms, ensuring wide dissemination of ARCADIA's findings and fostering dialogue with diverse stakeholder groups. SDU's communication plan also includes regular bi-monthly updates, research spotlights, stakeholder engagement events, and collaborative content creation, such as infographics and videos—tailored for both expert and lay audiences.

This structured, calendar-driven approach ensures that communication is not only consistent and timely, but also responsive to project milestones and emerging opportunities. By integrating communication across work packages and maintaining

close coordination with project partners, SDU exemplifies how partner-led dissemination directly supports ARCADIA's mission to drive knowledge exchange, stakeholder engagement, and the adoption of nature-based solutions at local, regional, and international levels.

- [Climate Neutrality Conference 2024](#)
Date: September 16-17, 2024
Description: the University of Southern Denmark hosted in Sønderborg the annual Climate Neutrality Conference, a key event gathering international experts, researchers, and policymakers to explore pathways toward sustainable and climate-neutral societies.
- [The Regional Bioeconomy Hub \(Plovdiv\) \(35 - AUP\)](#)
 - [Economic Partnership and Business Development in the Plovdiv Region](#)
Date: April 24, 2025
Description: 35-AUP and the Trakia Economic Zone are strategic partners in the Plovdiv Bioeconomy Hub. Besides discussions on the opportunities for investment, economic growth, and partnerships in the fastest-growing industrial region of Bulgaria, the invited organisations exhibited their achievements in a special area with stands for presenting companies, business solutions, and establishing new partnerships. 35-AUP and the Hub had the opportunity to share their project work and the initiatives in the framework of the Horizon projects ARCADIA, MainstreamBio, BIOLOC, etc. There were useful discussions with representatives of municipalities, local and central authorities, and the business elite from 3 countries – Bulgaria, Turkey, and Romania.

1.4 COMM OBJ: mobilizing stakeholder engagement

The [Climathon in Lund](#) (2024)

From November 5–7 in Lund, Skåne, Sweden, over 140 students gathered for a Climathon organized by the City of Malmö as part of the Arcadia project's commitment to fostering climate innovation. The central challenge: "How can nature-based solutions be integrated in industrial or post-industrial areas?" focused on Nyhamnen, a postindustrial harbor and the subject of Lab 1 in Model Region Skåne. Students worked in teams to devise creative solutions, with "The Green Caterpillar" emerging as the winner for their proposal to enhance existing infrastructure in Nyhamnen with nature-based elements, reducing carbon emissions and reusing water to create sustainable, future-ready architecture. The event brought together a broad alliance of local and regional governments, authorities, citizens, and academic networks, all dedicated to advancing climate adaptation and resilience in the region. This Climathon marks one of eight such events planned under the Arcadia project to inspire actionable, community-driven climate solutions.

The Climathon in Zagreb (2024)

The Climathon 2024 in Zagreb, organized by REGEA and ZICER (Zagreb Innovation Centre) with the support of the City of Zagreb, brought together 67 participants from local authorities, academia, SMEs, NGOs, and the general public to co-create climate-resilient solutions for sports fields in Novi Zagreb. Guided by expert mentors including Nikola Petković and Marijo Spajić (City of Zagreb), Matijana Jergović (Public Health Institute Andrija Štampar), and Miljenko Sedlar and Tijana Šimek (REGEA), seven multidisciplinary teams—Team ½, Vita Architecture, Team 4, Environmental Sustainability, Landscape Architecture, Save the Snowman, and Threesixty—developed proposals focused on sustainable drainage, green infrastructure, and community engagement. The winning solution, presented by Team Threesixty (students from the Faculty of Agriculture), featured an integrated network of green infrastructure, nature-based drainage systems, biodiversity enhancement, and active citizen involvement, offering a scalable model for climate adaptation in urban sports and recreational spaces.

Workshop: How to Engage with Climathons - ARCADIA General Assembly, Zagreb – April 10, 2025

On April 10, 2025, the ARCADIA General Assembly hosted a workshop titled “How to Engage with Climathons,” gathering 50 participants from across the project, including representatives from Work Packages 1-5, 8, 10, and 11, the Communication Board, and 8-CKIC (Climathon methodology providers). The workshop aimed to introduce and explore the potential of climathons and datathons as innovative tools for citizen engagement, co-design of NbS, and climate risk assessment.

Objectives

- Introduce the role of datathons and climathons for citizen engagement and NbS co-design.
- Demonstrate how crowdsourcing and open data can improve knowledge production, dataset validation, and solution assessment.
- Foster collaboration among ARCADIA partners, public organizations, and citizens to address local and regional climate challenges.
- Provide methodological guidance and practical insights for organizing datathons and climathons.
- Identify actionable pathways for upscaling NbS and Blue-Green Infrastructure (BGI) networks via participatory approaches.

Next steps & To dos

- We will set up a roadmap for organizing 7 Climathons/Datathons. In the coming weeks we will organise a follow up to fill it out, in a very general way (email or online meeting).
- Miro board is open to complete ([ARCADIA - WP11 - Miro](#)) in 2 weeks!
- Volunteers should be nominated from partners interested in “using” this tool to engage citizens.
- Weekly meetings are necessary for coordination.
- Climate KIC and Deda Next will support the process. Don't worry!



3

Fig. 6 - Next Steps and To dos slide.

Key outcomes

- Climathon & Datathon methodology:
 - Participants gained a clear understanding of the methodologies and tools (playbook) required to organize effective datathons and climathons, including best practices and lessons learned from previous events.
- Actionable ideas & challenges:
 - The group identified a set of actionable challenges and ideas for upcoming datathons and climathons, tailored to the specific needs of ARCADIA regions.
- Enhanced engagement strategies:
 - Strategies were developed for involving citizens, students, and professionals in climate adaptation efforts, leveraging open data and participatory formats.
- Roadmap for integration:
 - A roadmap was drafted on the Miro Board² for integrating datathon and climathon outcomes into ARCADIA's co-innovation labs and for upscaling NBS and BGI networks.

This workshop successfully equipped ARCADIA partners with the knowledge, tools, and collaborative strategies needed to harness climathons and datathons for impactful citizen engagement and the co-design of climate adaptation solutions.

² The WP11 Miro Board is accessible here: https://miro.com/app/board/uXjVKY5Sjmo=

Key points emerged

- **Participants:** Climathon/Datathon brings together people from diverse backgrounds, including students, professionals, and startups, to contribute with innovative ideas. Diversity ensures a broad spectrum of creative solutions. It's important to not only engage people but to make them feel they are part of something meaningful.
- **Implementing solutions.** A key question arises: are we expecting these ideas to be implemented? Additionally, is there funding available to develop the proposed solutions? The concept is that solutions can be presented to companies, public institutions, or startups, and if interested, these organizations can reach out to the idea creators. Some challenges may not have clear solutions yet, but the value lies in the process of generating ideas within a short timeframe, such as 24 hours. The journey itself is valuable, as students learn how to tackle complex problems and collaborate effectively.
- **Award:** the award serves as a strong motivator, encouraging participation from a wide range of individuals. There are numerous strategies for designing the award to maximize engagement. For instance, students have the opportunity to interact directly with HR professionals, which helps them gain insights into future career opportunities and expectations.

Considerations:

- Climathon/Datathon is a **process** (not properly an event) that should foster a local public/private ecosystem (municipalities, private bodies, NGOs and local associations, Universities, Research centers, schools etc.). Organizing this process requires budget, time, especially to engage stakeholders, fine-tune the challenges and how to implement solutions.
- Climathon/Datathon is also a **tool** that could be adapted and tailored to co-innovation labs, regional and local challenges.
- Events can be organized even with 20-30 people. It's preferable to organize 2-day Climathons or Datathons.

2

Fig. 7 - Key points emerged slide

Stakeholder engagement and [the ARCADIA transformational change Self-Assessment Scorecard \(WP7\)](#)

Under the WP7, 8-CKIC has actively supported stakeholder engagement activities within ARCADIA, particularly through its involvement in the Scorecard testing workshops held in multiple regions. While not directly responsible for stakeholder mapping, 8-CKIC has consistently encouraged broad, cross-sector participation to ensure the Scorecard is both meaningful and locally grounded. Workshops held:

- Lower Austria
- Funen (Denmark)
- Romania (recently implemented)

These workshops engaged a diverse mix of stakeholders including policymakers, practitioners, civil society, and researchers. The aim was to ensure the Scorecard reflects regional adaptation needs and supports collaborative implementation of Nature-based Solutions³.

³ Additionally, further workshops are expected to take place in July, 2025. These will be documented in the project's Adaptation Journals, which are accessible on the [ARCADIA Adaptation Journal – Miro Board](#).

Chapter 2 - Milestone: the first Arcadia festival in Croatia

The first ARCADIA Festival on Transformative Nature-Based Solutions took place on 9 April 2025 in Croatia, led by the City of Zagreb (22-ZAGREB), the University of Zagreb, Faculty of Agronomy (21-UNIZG), and partner 20-REGEA. The Festival marked a major milestone in advancing community-led climate resilience through nature-based approaches. This event brought together a diverse and engaged audience to foster knowledge exchange, innovation, and collaboration among local and regional actors across Europe.

Nearly 200 participants from 12 countries attended the Festival, reflecting strong international interest and engagement. The audience included national and local decision-makers, public officers, environmental practitioners, researchers, NGOs, students, and citizens. The event featured 30+ expert speakers representing public bodies, research institutions, universities, and private sector innovators.

The Festival was designed to:

- Empower local and regional actors with knowledge, tools, and best practices for implementing effective and sustainable NbS to address climate challenges.
- Raise awareness about the urgency of climate adaptation and the potential of NbS.
- Explore opportunities to improve legislative frameworks, governance, and financing mechanisms for NbS.
- Showcase success stories and lessons learned from Croatia and other European contexts.
- Foster networking, collaboration, and co-innovation among stakeholders.

The one-day programme combined:

- Conference-style sessions and keynote presentations.
- Round tables and interactive workshops focused on governance, regulations, tools and methods, financing, and valuation of nature.
- Poster sessions presenting cutting-edge projects from ARCADIA and sister NBS4EU cluster projects.
- Opportunities for peer-to-peer learning and networking during lunch&aperitif time.

The Festival was the result of a strong collaborative effort involving:

- All the ARCADIA partners, including public bodies, research centers, universities, and private companies across eight European regions.
- Key Croatian partners such as 22-ZAGREB, 21-UNIZG, and 20-REGEA.
- Support from the Croatian Ministry of Environment Protection and Green Transition, the Ministry of Physical Planning, Construction and State Assets, and the Municipality of Zagreb.
- Collaboration with sister projects in the NBS4EU cluster, including DesirMED, CARDIMED, Land4Climate, MountResilience, Natalie, and NBRACER.

The Festival successfully created a dynamic platform for exchanging knowledge and fostering innovation in NbS. It highlighted the importance of community engagement and multi-level governance in climate adaptation. The event laid the groundwork for continued collaboration and co-innovation labs addressing urban heat islands, flood protection, biodiversity, and other challenges.

CONCLUSIONS

The first 18 months of ARCADIA have demonstrated that effective communication is not the responsibility of a single entity as WP11 Lead (Deda Next), but a collective effort embedded across the entire consortium. The achievements outlined in this report reflect the active participation and commitment of all partners, who have integrated communication objectives into their respective work packages, tasks, and deliverables. This collaborative approach has ensured that the project's key goals have been consistently advanced at every level.

Through a diverse array of activities, including targeted social media outreach, thematic webinars, international events, and participatory workshops, ARCADIA has successfully amplified its visibility and impact. The steady growth and engagement on platforms such as LinkedIn, the broad reach of webinars, and the enthusiastic involvement in events and the first ARCADIA festival in Croatia all attest to the project's ability to connect with varied audiences and stakeholder groups across Europe.

As the project moves forward, this communication model and the Communication board will remain central to achieving ARCADIA's transformative goals. By continuing to leverage the strengths and networks of all partners, the consortium is well-equipped to sustain momentum, deepen stakeholder engagement, and maximize the societal impact of NbS for climate resilience in the continental biogeographical region.

Table 1. Scale and significance of some of communication contribution to the expected outcomes and impacts

Project activities	Expected results	Expected Outcomes	Expected impacts
<i>KPIs updated (Achievements)</i>	<i>What is generated by the end of the project?</i>	<i>What change is expected for target groups?</i>	<i>Wider scientific, economic and societal effects</i>
#1/3 festivals (300 participants average) #8/15 webinars for knowledge sharing & mutual learning (WP1-6, 11) (1000 attendees average)	Capabilities for change Regional data spaces on adaptation & resilience	- Improved capabilities to stimulate innovation & foster transformative change - Proliferation of knowledge innovation & service hubs	Societal: improved enabling conditions for systemic & just adaptation Economic: economic growth & jobs triggered by specialised services

#2/8 Datathon / Climathon editions	knowledge services hub • Financial & business innovation strategies & plans • Validated data & models	• Revised & expanded smart specialisation strategies	& investments in NbS and BGI Scientific: voluntary or mandatory climate- & nature-risk disclosures
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ANNEXES

Table 2. ARCADIA poster presentations

Date	Place / online	Partner	Event	Activity	Link or comments
October 1st, 2024	Sassari, Italy	2-CMCC	The first Annual Meeting of the Institute for Climate Resilience (ICR) was held in Sassari, from September 30th to October 2nd, 2024. The meeting aimed to bring the ICR community together and present the latest research findings, offering an opportunity to learn more about work and meet colleagues. The event also explored new synergy possibilities, discussed the strategic direction of the institute, as well as capacity-building activities. Attendees: 140 participants.	Poster presentation	Event web-page and Agenda
November, 19-21, 2024	Palermo, Italy	2-CMCC	The Annual Meeting of the NbS Italy Hub was dedicated to territorial regeneration through Nature-based Solutions, with a special focus on the urban environment. The event brought together different perspectives – from designers, entrepreneurs, researchers and public administrations – to explore how NbS can contribute to addressing major urban challenges, including climate change, air quality, economic and territorial regeneration, development of a production chain and a labor market linked to NbS, as well as the definition of specific regulations and standards. The audience was NbS researchers.	Poster presentation	Event web-page and Agenda

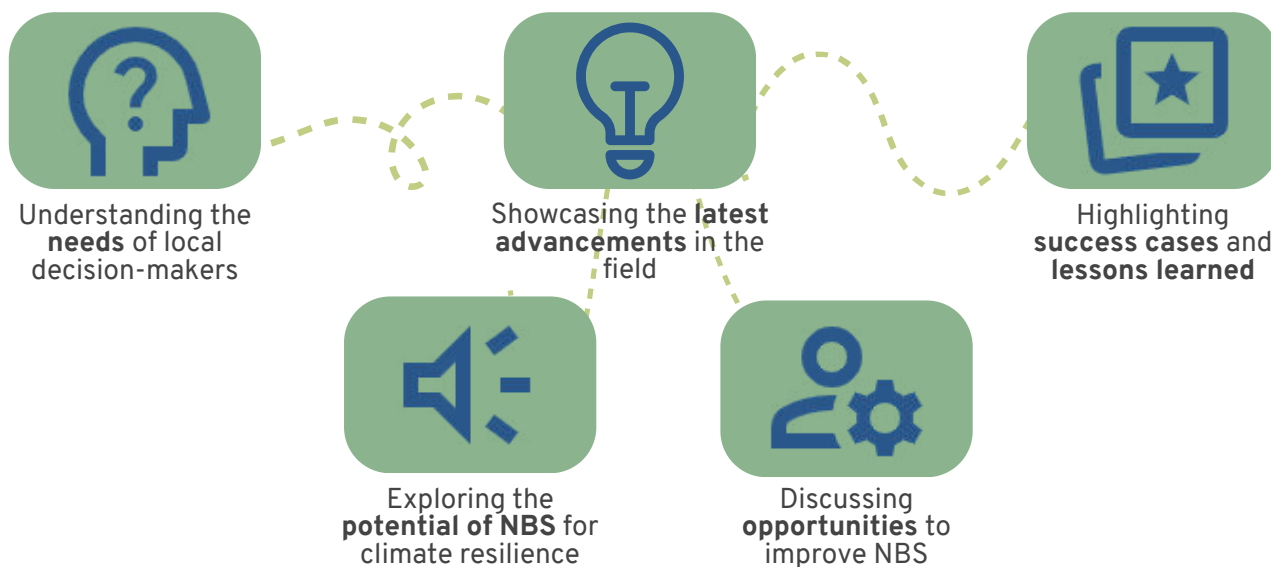
19-20/5/2025	Wroclaw, Poland	1-ART-ER	Fourth Forum for the EU Mission on Adaptation to Climate Change ART-ER as project coordinator, in collaboration with the other 6 projects of NBS4EU clusters prepared a poster to showcase the activities of the 7 sister projects	Poster presentation, jointly with the 6 sister projects of NBS4EU	Link to poster
29/05/2025	Rijeka, Croatia	1-ART-ER	Conference “ARCCHIVES 2025: New Frontiers in Water Resource Management”. During the conference a special focus was given to the BLUE RECHARGE project, co-financed by the Interreg VI-A Italy–Croatia Programme. ART-ER, which is one the project partners, was represented by Alessandro Bosso, who presented the ARCADIA poster during the poster session.	Poster presentation	Link to poster Link to the news on the BLUE RECHARGE website.



2025 Arcadia first Festival of transformative Nature-based Solution

The Festival as a learning journey through NbS

The inaugural festival focused on empowering the nearly 200 change-makers attending the initiative to enhance climate resilience through Nature-based Solutions, promoting the sharing of knowledge, tools, and best practices. Its goal was to provide local and regional stakeholders with the resources necessary to tackle climate challenges and implement effective, sustainable solutions. This initiative underscores the significance of collaboration, innovation, and community involvement in creating a climate-resilient future.



Agenda

9.30
11.00

Institutional salutes and intro
Welcoming speeches from EU and local institutional representatives

Which are the gaps to make climate adaptation through NBS happen?
Panel session with decision-makers from European Regions and Cities

(Plenary hall)

[Go to the programme](#)



Parallel sessions

11.30
13.00

Governance, regulations & standards
Expert speeches
(Hall 1)

Tools and methods
Expert speeches
(Hall 2)

Finance and values
Expert speeches
(Hall 3)



14.30
16.00

Governance, regulations & standards
Q&A with speakers and group discussion
(Hall 1)

Tools and methods
Q&A with speakers and group discussion
(Hall 2)

Finance and values
Q&A with speakers and group discussion
(Hall 3)



16.30
18.00

Learning from success stories.
Presentation of real-world cases of NBS interventions: technical aspects, engagement, costs, impacts

Closing remarks
(Plenary hall)



Programme

9.30 **Institutional salutes and intro**
10.00 *Plenary hall*



The project ARCADIA, the objectives of the day
Arianna Cecchi - Project coordinator ART-ER (IT)



The progress of the Mission Adaptation and main actions to tackle climate change across Europe
Philippe Tulkens - Head of Unit Climate & Planetary Boundaries
Directorate-General for Research and Innovation, European Commission



Julije Domac - Director of North-West Croatia Regional
Energy and Climate Agency



Aleksandar Mešić - Dean Faculty of
Agriculture, University of Zagreb



Bojan Linardić - Head of the Institute for Spatial Development
Ministry of Physical Planning, Construction and State Assets, Croatia



Željko Vuković - State Secretary
Ministry of Environmental Protection and Green Transition, Croatia



Tomislav Tomašević - Mayor
City of Zagreb



Understanding the
needs of local
decision-makers

10.00
11.00

Which are the gaps to make climate adaptation through Nature-based Solutions happen?

The perspective of policy and decision-makers

Plenary hall



Ines Androić - Head of the Sector for Green Urban Infrastructure and Circular Management of Space and Buildings **Ministry of Physical Planning, Construction and State Assets, Croatia**



Aljoša Duplić - Head of the **National Institute Environmental and Nature Protection, Croatia**



Roberto Diolaiti - Head of Unit Forestry and Mountain Areas Development **Region Emilia-Romagna, Italy**



Alexandru Stoica Head of Urban Landscape Service **Sibiu Municipality, Romania**



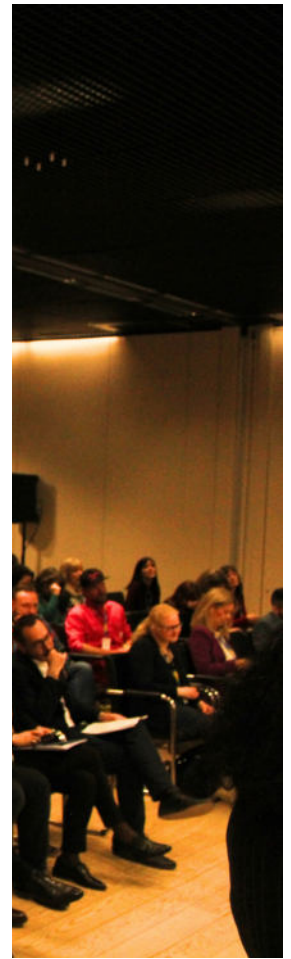
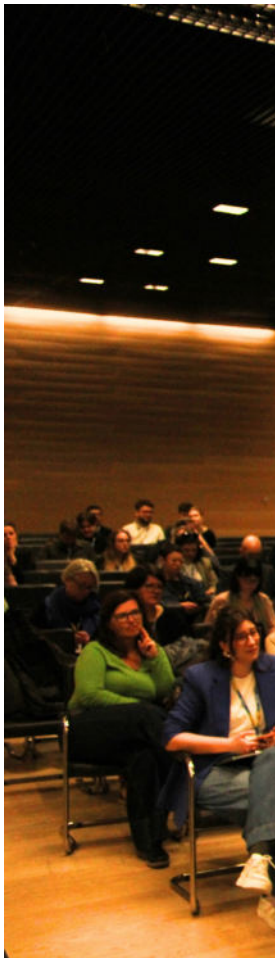
Hester de Boer - Senior Policy Advisor Climate Adaptation **Ministry of Infrastructure and Water Management, The Netherlands**



Download highlights from the session!



Moderator
Miljenko Sedlar
REGEA



11.30 13.00 Governance, Regulation & Standards

Parallel Session 1 - Hall 1



Mainstreaming adaptation and resilience into decision making process at the local level - Example of the City of Zagreb

Miljenko Sedlar - Head of the Climate Change Department, REGEA



All mad about Nature Based Solutions: the need of integration of NBS in urban planning through the case studies of Barcelona, Lisbon and Turin.

Fabio Salbitano - Professor, University of Sassari



Moderator



Green roofs and facades. How to avoid legal and administrative aspect get in the way of fighting heat in the urban environment

Tanja Herr - Member, National association of Green roof and facade in Croatia



Carbon sink in your courtyard

Irena Matković - Deputy Head of City Office for Renovation, Construction, Spatial Planning and Communal Affairs, City of Zagreb, Croatia



IUCN Global Standard for Nature-based Solutions

Maria Nuñez Rodriguez - Programme Officer Nature-based Solutions
International Union for Conservation of Nature - IUCN



Applying the ARCADIA Scorecard for Transformative Change Across Regions

Mohsen Soleymani - Climate Adaptation & Regional Innovation Designer & Producer, Climate KIC



Download highlights and Q&A from the session!



Showcasing the **latest advancements** in the field

11.30 Tools & Methods to work with NBS 13.00 in a changing climate scenario

Parallel Session 2 - Hall 2



CLIMate risk and vulnerability Assessment framework and toolboX (CLIMAAX)

Jeremy Pal - Hydroclimatologist and Environmental Engineer, CMCC



SaferPlaces Platform: Empowering Cities with Nature-Based Solutions for Flood Resilience

Stefano Bagli - Co-Founder & CEO, GECOsystema



Co-Designing a Climate Risk Service – The example of drought impacts on agriculture in Austria

Stefan Kienberger - Head of RiskLab – Weather, Climate & Natural Hazards, GeoSphere Austria



Taking care on Green Infrastructure on National and Local level: GIS-based tools



Ivan Lukić - Head of Digital Reality and GIS Solutions GDI



Domagoj Horvat - GIS Solutions Implementation Specialist, GDI



Sustainability in practice

Kata Marunica & Nenad Ravnić - Architects NFO



ARCADIA Guidance for NBS in practice

Myrthe Koenis - Junior Researcher Wageningen University



Download highlights and Q&A from the session!



Moderator

Rozemarijn van den Berg
Wageningen University



Showcasing the **latest advancements** in the field

11.30 **Finance and values: leveraging values of nature** 13.00

Parallel Session 3 - Hall 3



The cost-benefit and equity outcomes of Nature-based Solutions

Marta Vicarelli, Assistant Professor - University of Massachusetts



Overview of NbS financing: perspectives and challenges

Vasco Barbosa - Senior Consultant in Territorial Cooperation Inova+, DesirMED project



Ecosystem services in Romania - viability on long term

Tudor Stancioiu - Forest expert
Regional Development Agency - Centru, Romania



Protecting ecosystems and their services with insurance: insights from Naturance Project

Stefano Ceolotto - Risk Assessment and Adaptation Strategies division, Institute for Climate Resilience - CMCC



Gross Ecosystem Product (GEP): the economic value of ecosystem services. A study case in Italian Apennines

Alessandro Bosso - Senior Expert, ART-ER



Download highlights and Q&A from the session!



Moderator
Jaroslav Mysiak
CMCC

16.30 Learning from success stories: real-world cases of NBS interventions: technical aspects, engagement, costs, impacts

18.00

Plenary hall



Dutch Championships tile flipping 2020-2025 - Urban desealing and climate adaptation through citizen engagement
Remco Moen Marcar - Founder/Director, Frank Lee



Implementation of Urban Green Infrastructure - FPZ Building
Mladen Jošić - Professor, Faculty of Architecture, University of Zagreb



Turning Strategies into Reality: Green Infrastructure Success Stories from Bjelovar and Koprivnica
Mateja Leljak - Landscape architect, 3 E PROJEKTI d.o.o.



NbS systems in spatial planning as part of the circular economy with practical examples



Bruno Juričić - Architect
Loodus Punkt



Ariana Modesto - Landscape Architect, Starum



Generating sustainability credits through innovative forest management strategies
Annachiara Grasso - Forest management and certification specialist, National Park Appennino Tosco Emiliano



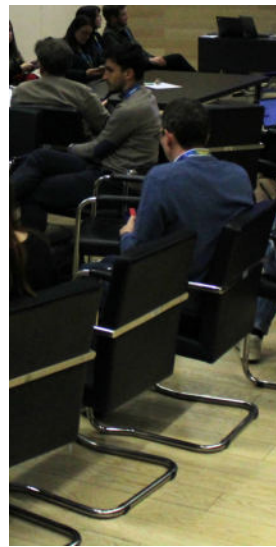
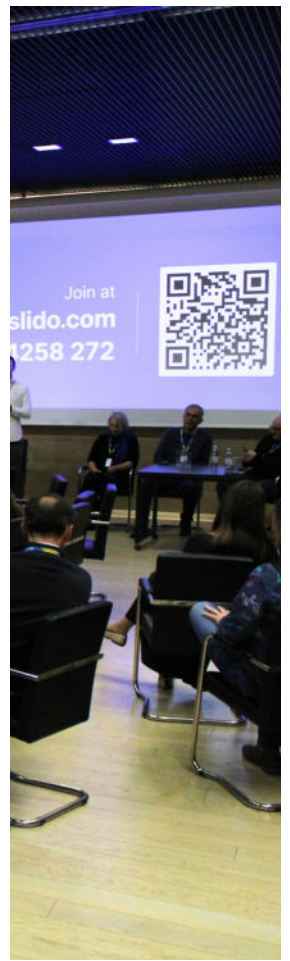
Adapting to Climate Change in the Po River Basin District (IT): NbS and initiatives from the CLIMAX PO Life Project
Jaroslav Mysiak - Principal Scientist, CMCC

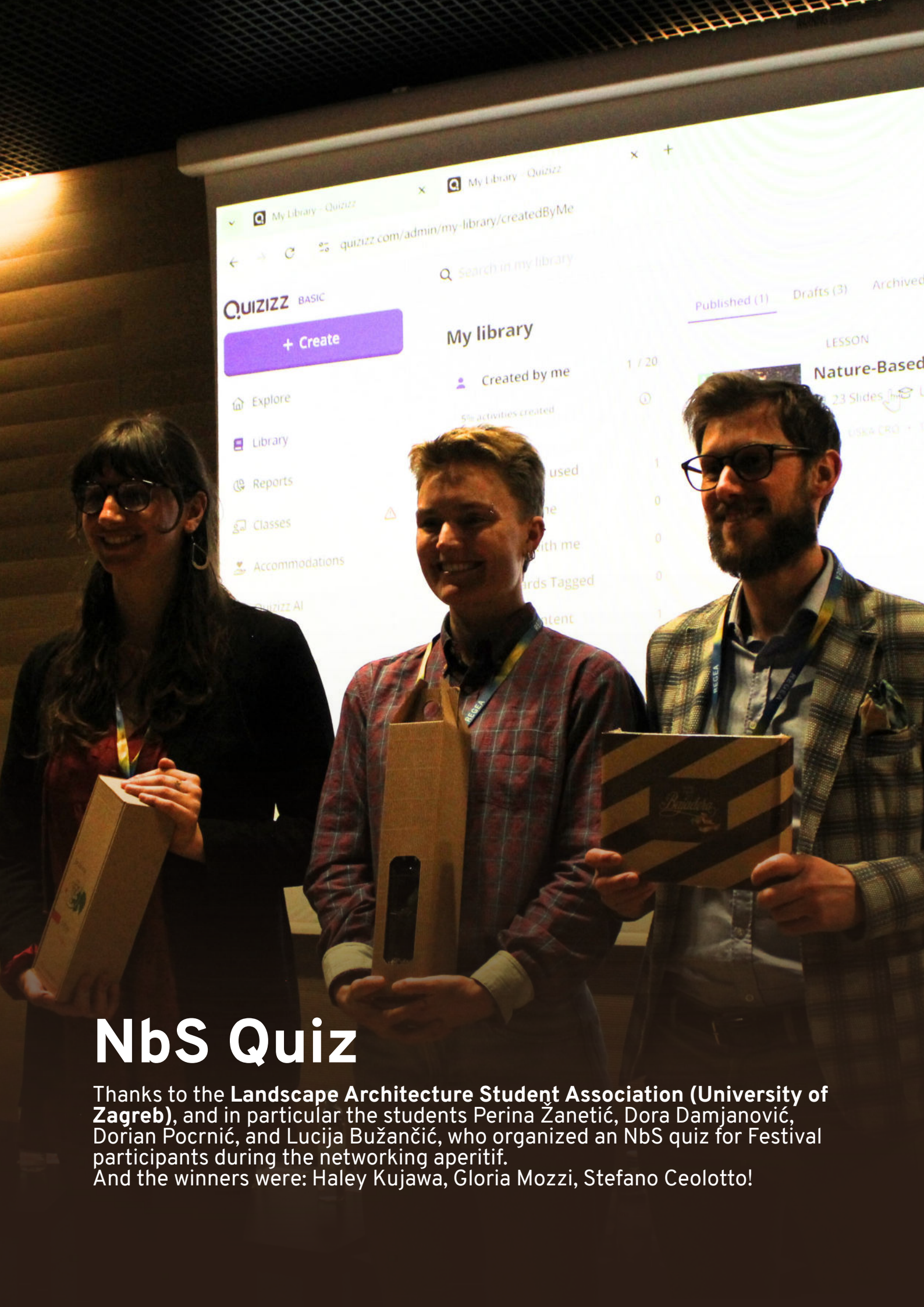


Download highlights from the session!



Moderator
Elisa Furlan
CMCC





NbS Quiz

Thanks to the **Landscape Architecture Student Association (University of Zagreb)**, and in particular the students Perina Žanetić, Dora Damjanović, Dorian Pocrnić, and Lucija Bužančić, who organized an NbS quiz for Festival participants during the networking aperitif. And the winners were: Haley Kujawa, Gloria Mozzi, Stefano Ceolotto!



Poster session



ARCADIA



9 Countries



43 Partners



54 Months



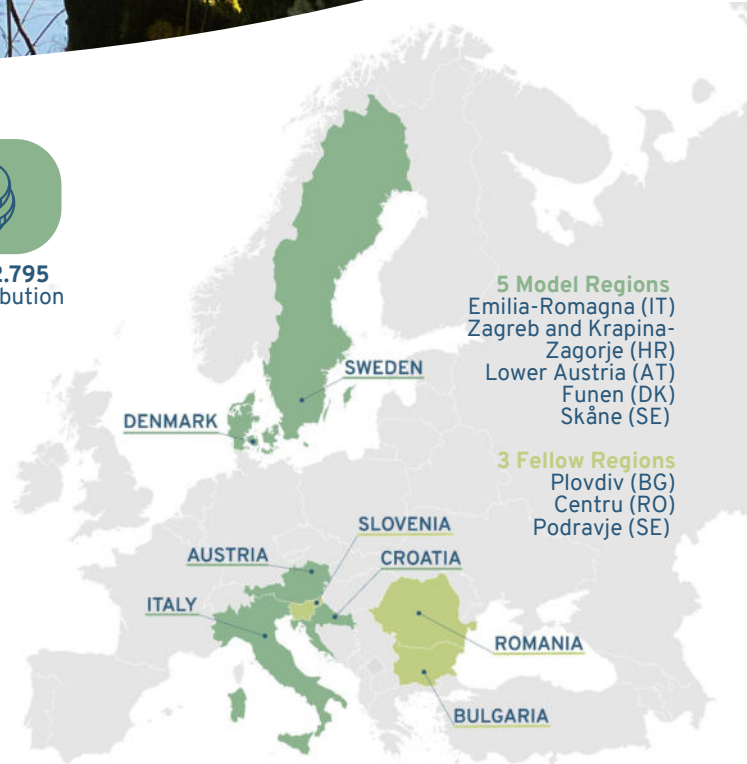
€ 17.562.795
EC contribution

 The ARCADIA Project - *TrAnsformative climate ResilienCe by nAture-based solutions in the continentAl bio-geographical region* - is committed to accelerating climate adaptation through the **strategic implementation** of Nature-based Solutions (NbS) across Europe.









ARCADIA **mission** is to demonstrate that Nature-based Solutions are vital for efficient and effective climate adaptation.

17 Co-innovation Labs

5 Model Regions

3 Fellow Regions

3 Festivals of Transformative NbS

Tools and Methods to stimulate transformative change, design effective NbS, analyse policy and finance role in supporting NbS implementation

Leading the way to climate resilience



Co-funded by
the European Union



www.arcadia-adaptation.eu



[@arcadia-adaptation](https://www.linkedin.com/company/arcadia-adaptation)



arcadia_project@art.er.it

Model Region Lower Austria (AT)

Alexis Sancho-Reinoso¹, Valentin Schalk², Tino Blondiau³, Katharina Deim⁴, Caroline Goldsteiner³, Felix Hagen⁵, Simone Hagenauer⁶, Bernhard Haidler⁵, Michael Hofstätter¹, Lena Karasek⁵, Stephan Kienberger², Christa Lackner⁵, Gabriel Lang³, Peter Lechner⁶, Martina Liehl-Rainer⁵, Sabine Plodek-Freimann³, Martin Schicklmüller⁶, Erwin Szelezak⁴, Johanna Wittholm², Karina Zimmermann¹

¹Department of Environment and Energy Affairs, Office of the Lower Austrian Federal Government, St. Pölten, Austria

²GeoSphere Austria – National service for geology, geophysics, climate and meteorology, Vienna, Austria

³Energy and Environment Agency of Lower Austria, St. Pölten, Austria

⁴Lower Austrian Agricultural District Authority, St. Pölten, Austria

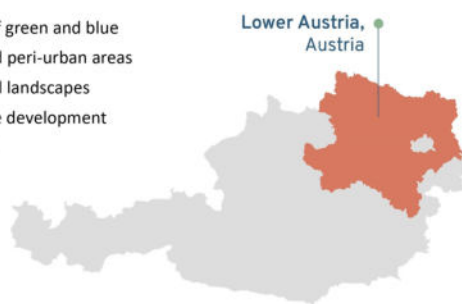
⁵Ecological Gardening (Natur im Garten GmbH), Tulln, Austria

⁶ecoplus. The Business Agency of Lower Austria, St. Pölten, Austria

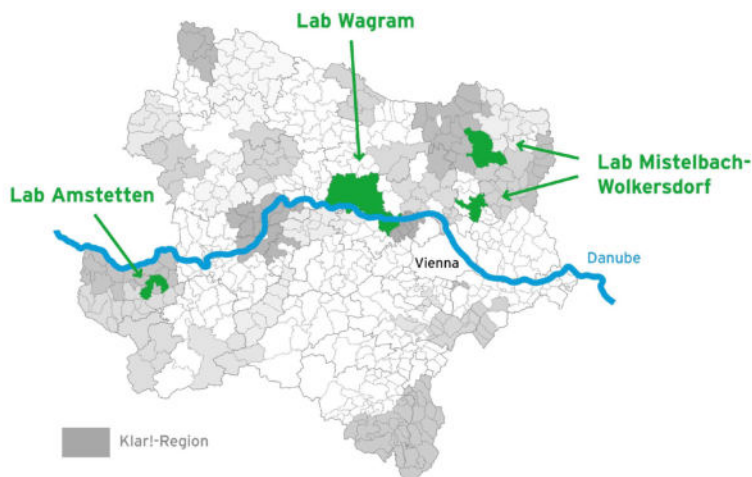
AREA OF WORK IN LOWER AUSTRIA

The challenge is to establish a set of nature-based solutions (NbS) as the preferred measure for dealing with the consequences of climate change.

- Interconnected networks of green and blue infrastructures in urban and peri-urban areas
- NbS for resilient agricultural landscapes
- NbS for climate-friendly site development and business area renewal



CO-INNOVATION LABS IN LOWER AUSTRIA



LAB 2: MISTELBACH-WOLKERSDORF (SPRING 2025 – SUMMER 2026)

Topic: Climate-resilient business parks

Challenges:

- Climate risks: heat waves, extreme rainfall events, wind
- Turning industrial/commercial areas more climate-resilient (beneficial for employers and employees)
- Further factors: current legislation (incl. CRA according to EU Taxonomy), financial schemes, awareness-raising



Business park Wolkersdorf © dpoconsult

The goal of the lab is to co-develop and test, on the basis of the selected showcases, NbS that can be adopted in industrial/commercial areas in Lower Austria. Guidelines on climate-resilient business parks will be one of the Lab outcomes.

LAB 3: AMSTETTEN (FALL 2025 – FALL 2026)

Topic: Dealing with heat in the city

Challenges:

- Climate risks: urban heat islands, extreme precipitation events
- Co-developing green and blue infrastructure in urban areas
- Involvement of the local population



Europe's largest sponge city project in Amstetten © Stadt Amstetten

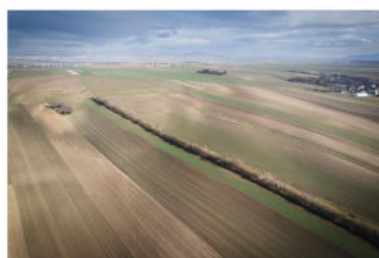
The goal of the lab is to co-develop and test NbS projects to counter urban heat island effects in Amstetten, where the Europe's largest sponge city project has been recently executed at the main square. Urban climate analysis will be conducted as a basis for NbS selection.

LAB 1: WAGRAM (NOV 2024 – OCT 2025)

Topic: Too much/too little water

Challenges:

- Climate risks: heat waves, drought, extreme rainfall events
- Turning agriculture climate-resilient
- Upgrading green and blue infrastructure in towns



Multi-use hedge in the region of Wagram © Energy and Environmental Agency of Lower Austria

The goal of the lab is to co-develop and test solutions that go beyond the strict local perspective and that integrate NbS in rural and urban spaces. Examples: agricultural land-use planning ("Flurplanung"); extending habitat network with multi-use hedges; no-tillage practices; strengthening food sovereignty through "market gardening"; implementing greening and unsealing measures within settlements.

PARTNERS & ROLES



**Office of the Lower Austrian Federal Government,
Dept. of Environment and Energy Affairs**
Coordinator Model Region Lower Austria



National service for geology, geophysics, climate and meteorology
Coordination assistance, scientific partner (Climate-Risk Analysis)



Lower Austrian Agricultural District Authority
Lab 1 coordinator



ecoplus. The Business Agency of Lower Austria
Lab 2 coordinator



Ecological Gardening
Lab 3 coordinator



Energy and Environmental Agency of Lower Austria
Cross-sectional role across the Labs, outreach

Malmö Urban Landscape Lab

The Malmö co-innovation lab within Arcadia is based at a former Ferry Terminal in Nyhamnen, "New Harbour," once slated for demolition but now a testing ground for nature-driven urban design. Over the next decade, Malmö will use it as an urban landscape laboratory bringing stakeholders together for dialogue, experimentation with nature-based solutions, and collaborative learning.

Nature based solutions in post-industrial landscapes

This poster explores how nature-based solutions can green cities and adapt them to climate change while reusing infrastructure. Using Malmö Urban Landscape Lab's experiment at an old Ferry Terminal, we show how car ramps and other structures can be repurposed into an urban forest of climate-adapted trees. We also examine how these strategies can help remediate polluted soils, emphasizing a slower, adaptive approach to urban development.

Next, the project will focus on marine environments, exploring how degraded harbor basins can be restored using nature-based solutions.



The old ferry terminal in Nyhamnen before interventions. Photo: Olle Engqvist

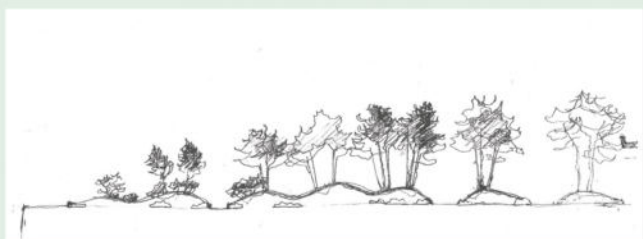


Rendering of what the forest will look like. Illustration: Anna Peterson

Urban forest at the Ferry Terminal

In spring 2025, Malmö will transform the former Nyhamnen Ferry Terminal into an urban forest, turning an asphalt-covered site into a green space that boosts biodiversity, mitigates heat, and showcases nature-based solutions.

Given the site's industrial history and potential soil contamination, a unique approach will be used: raised planting beds with clean soil placed atop the asphalt. This method enables immediate vegetation growth while preventing pollutant spread, making the site a testbed for climate-adaptive green infrastructure.

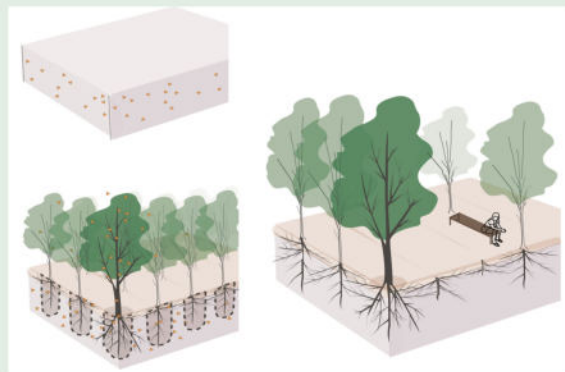


The urban forest will mimic a Scandinavian beach forest biome. Illustration: Magnus Svensson

Study of phytoremediation as landscape strategy

Malmö collaborated with a master student at SLU, the Swedish University of Agricultural Sciences, to explore using plants to clean the soil at the Ferry Terminal. The study highlighted phytoremediation as a low-energy alternative to excavation, selecting species like willow for heavy metals, brake fern for arsenic, and native grasses to support soil microbes.

Challenges include long remediation timelines and regulatory concerns, but integrating phytoremediation into urban planning allows contaminated areas to evolve into biodiverse, climate-resilient spaces. Public engagement through signage and monitoring was recommended to raise awareness. These findings will inform Malmö's urban greening strategy, balancing development with ecological restoration.



Plants interact with pollutants in different ways, understanding these processes is vital to succeed with remediation. Illustration: Nina Safavi



Site plan for a phytoremediation landscape which plants matching pollutants. Illustration: Nina Safavi

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Nature-based solution for flood prevention - AcquaGuard

DESCRIPTION

The AcquaGuard project will promote climate change adaptation, disaster risk prevention, and resilience, considering ecosystem and nature-based approaches.

The project aims to build up the capacities of local and regional governments in Italy and Croatia to systematically plan, integrate and implement nature-based solutions for combating climate risks and hazards specifically flooding.



PROJECT DURATION
1.2.2024. – 31.7.2026.



ERDF
€1,770,804.00



TOTAL BUDGET
€2,213,505.00

CONTACT

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JURRA - Regional Development
Agency of Karlovac County

CONTACT PERSON:

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Coordinator

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PROJECT PARTNERS



Javna ustanova Regionalna
RAZVOJNA AGENCIJA
KARLOVAČKE ŽUPANIJE



Blue Credits for Aquifer Recharge and Sustainability: Experiences from the Emilia Romagna Region

Francesco Cavazza,¹ Tommaso Letterio,¹ Maria Chiara Molino,¹ Valeria Ferrarini,¹ Raffaella Zucaro,¹ Alessandro Bosso²
1-CER, 2-ART-ER

Objectives

- Creation and sharing of an integrated knowledge system of the area on hydrogeological structure and its vulnerabilities to identify groundwater recharge areas.
- Conduct a campaign to raise awareness and increase active participation of water resource users for the rebalancing of the groundwater layer, demonstrating the technical feasibility and environmental sustainability of the proposed solutions.
- Provide guidance for the implementation of a groundwater resource policy in Croatia and Italy based on the implementation of Blue Credits, identifying funding systems that support aquifer recharge similarly to how Carbon Credits work. These would recognize and reward entities or individuals with a certificate for each unit of water recharged into the groundwater layer.

Case study in Italy - Experiences from Emilia-Romagna Region



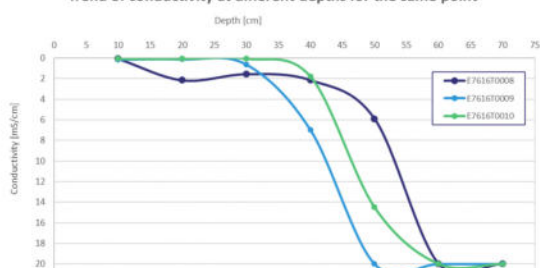
The case study in Italy will assess the feasibility of blue credits in a real watershed, focusing on groundwater recharge actions in the Canale Emiliano-Romagnolo (CER) basin. The study will target irrigation districts in coastal areas of Emilia-Romagna, where subsidence is deteriorated by groundwater extraction. It will examine lands with a mix of intensive agriculture, natural wetlands, and artificial water bodies, particularly where shallow aquifers interact with surface water. The study will focus on wetlands located on privately owned agricultural land, using modeling software for detailed monitoring. The area's multiple water uses highlight the relevance of the blue credits market in supporting groundwater recharge.



Soil classification

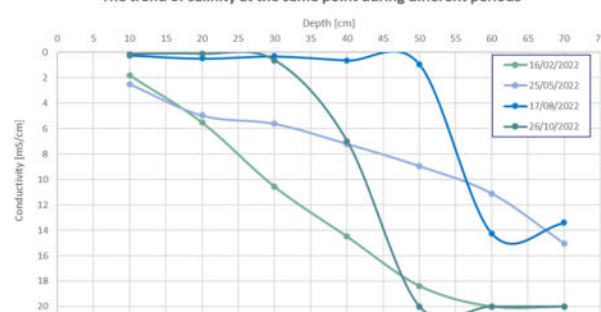
In the Mezzano, the soils have surface horizons that are generally organic (peat) or mixed organic/mineral; in depth are the silts of the ancient lagoon bottom. The soils are generally saline, but the conductivity values vary according to the season, being lower on the surface at the end of summer, due to the leaching operated by the irrigation waters that are not very saline.

Trend of conductivity at different depths for the same point



Characteristics of the groundwater

The trend of salinity at the same point during different periods



In the irrigation canals of the Mezzano, the salinity of the water varies according to the season, being much lower between spring and summer (graph above), when water from the Po is introduced. This influence is also felt in the nearby water table: the salinity measured in the piezometer is lower at the end of the irrigation season (October)

Innovating Water Infrastructures for a Sustainable Future

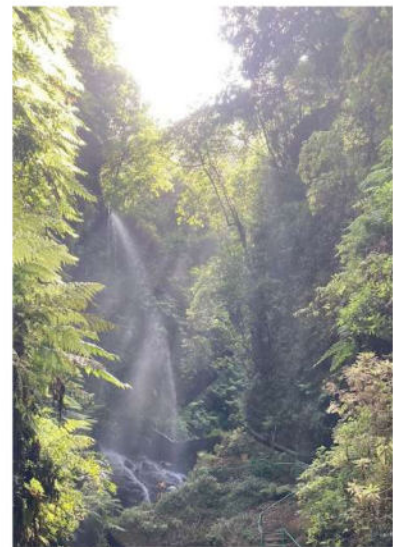
¿What is Genesis?

GENESIS aims to showcase local and regional Nature-based Solutions (NbS) and create a **deep demonstrator in the Macaronesia**. The project will test to their limits and bring to the table innovative NbS, including dry gallery and underground dike-impounded dam systems conceived in the region. Additionally, it prioritizes **sustainable water reuse** to maximize resource efficiency by treating and repurposing wastewater, stormwater, and reclaimed water for non-potable uses like irrigation, industry, and urban landscaping.

¿Why Genesis?

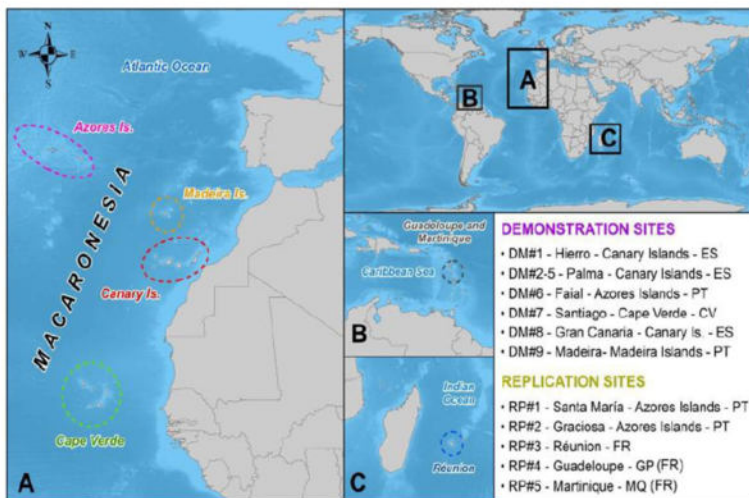
Due to the small surface area of many islands, the amount of **freshwater is limited** and is particularly influenced by dynamic processes. On the islands of Macaronesia, any change in climatic conditions can have more severe negative effects on the volume of available freshwater than in a continental environment, making the protection of critical water infrastructures a top priority.

The project aims to support regions, local authorities, and communities in **addressing climate change vulnerabilities** related to potential natural disasters and long-term climate changes impacting groundwater-dependent systems.



Objectives

- 1 To develop and apply **innovative nature-based solutions (NbS)** in Macaronesia.
- 2 To investigate nonlinear interactions and develop new adaptation strategies to **understand how synergies between various NbS** can provide strategies for adapting to the impact of climate change on water resources.
- 3 To implement and evaluate **nine large-scale demonstrators** on the islands of La Palma, Gran Canaria and El Hierro (Canary Islands); Faial (Azores); Madeira (Madeira); and Santiago (Cape Verde).
- 4 To **expand water storage capacity** and benefit local communities. The project aims to capture and recover more than 10hm³ of rainwater runoff, benefiting approximately 35.000 residents.





GreenScape CE

Climate-proof landscape through renaturing urban areas in Central Europe

The **GreenScape CE** project aims to reverse urban sprawl by integrating nature-based solutions (NbS) and green infrastructure (GI) into city planning. By piloting nature-based solutions in five affected cities (Milan, Ptuj, Szeged, Warsaw, Zagreb), the project enhances planning capacities to create cooler, more resilient urban environments.

Results:

- Mapping the current and potential GI areas in pilot cities
- Strengthening capacity building in the GI field and shaping the policy framework
- Developing five action plans for the implementation of NbS in the pilot urban areas
- Testing of three innovative solutions related to citizen engagement and co-creation model, technical and tendering solutions and financing models
- Building a pipeline of promising NbS projects
- Developing joint transnational strategy on implementing and funding NbS projects
- Initiating a transnational network of cities fostering peer-to-peer, trans-disciplinary capacity-building between cities implementing pilot actions and replicator cities



INFIRE

Interreg
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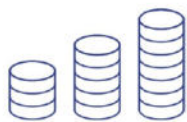
PROMOTING GREEN LIVING AREAS

INFIRE

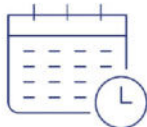
INnovative Financing solutions for climate planning
of REsilient and carbon neutral living areas

OUR PROJECT

INFIRE establishes a long-lasting support structure to build capacities of public authorities in the involved regions for developing, implementing and monitoring holistic **Climate Adaptation** and **Carbon Neutrality** (CACN) solutions and policy instruments. The originality of INFIRE project arises from a holistic bottom-up approach that addresses both the supply (public authorities as project developers) and demand side (financial institutions and citizens as investors) by understanding their drivers and shortcomings and bridging the gap through intensive cooperation with both sides and promotion of best available practices.



Total budget
€ 2.765.933,00



Project duration
33 months



Interreg Funds
€ 2.212.746,40

PROJECT PARTNERS

REGEA

North-West Croatia Regional
Energy and Climate Agency
RETHINKING ENERGY



ENA
AGENCE ENERGIE-CLIMAT
(NORMANDIE)



AREA
SCIENCE PARK



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΠΕΡΙΦΕΡΕΙΑ
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Co-Creating Visionary Integrated Solutions (VIS) to Promote Inclusive Urban Health and Well-Being in Vulnerable Groups

Rentería-Garita, Cristina; Delgado-Serrano, María del Mar; Cruz-Piedrahita, Catalina; Martínez-Carranza, Francisco Javier; Granet, Melina; Baena-Sanz, Marta.

QUICK GLANCE

The IN-HABIT project focusses on the promotion of inclusive health and well-being, specially in vulnerable groups. Through new approaches such as participatory methodologies which combine social, cultural, technological, and nature-based innovations, it has created multifunctional Visionary Integrated Solutions (VIS) devoting into more inclusive public spaces.

IN-HABIT's actions have been carried out in four European cities, Cordoba, Spain; Riga, Latvia; Lucca, Italy; and Nitra, Slovakia, adapting the IN-HABIT common analytical framework and solutions to their specific contexts and resources.

THE CONTEXT

Rapid urbanization is reshaping cities, offering economic and social benefits but also exacerbating health disparities and segregation particularly among vulnerable populations (low-income groups, the elderly, migrants, ethnic minorities, and people with disabilities). Unequal access to infrastructure and services—such as public spaces, transport, housing, and green areas—deepens these disparities, making urban planning a critical factor in health and well-being.

THE IN-HABIT CITIES

Addressing new challenges requires innovative and inclusive approaches that integrates social equity, sustainability, and community engagement.

The IN-HABIT project's funded by Horizon 2020, integrates diverse nature-based innovations through participatory methodologies to create multifunctional public spaces focused on vulnerable groups and resources. The project operates in four European cities—Cordoba (Spain), Riga (Latvia), Lucca (Italy), and Nitra (Slovakia)—each of it centered in one key undervalued local resource:

- **Cordoba and its culture and heritage:** It focuses on Las Palmeras, one of the most vulnerable neighborhoods in Spain, works around green transformations and cultural integration.
- **Riga and its foodhub:** Centers around the Āgenskalns food market, aiming to revitalize social life, enhance safety, and address gentrification while fostering multicultural integration.
- **Lucca, the humanimal city:** Addresses the challenges of an aging population, intergenerational connections, and urban identity, leveraging its strong human-animal bond.
- **Nitra and the environment-art multifunctional corridor:** Works in the Dražovce district to improve housing and integration for migrant workers facing social isolation and associated health risks.



METHODOLOGY

IN-HABIT employs a CO-CO-CO-CO approach—co-design, co-implementation, co-management, and co-evaluation—rooted in Participatory Action Research (PAR). PAR is a qualitative methodology in community psychology that actively engages community members to drive social change. Unlike other qualitative approaches, it is distinguished by its democratic, equitable, and transformative principles, linking participation, social action, knowledge generation, and organizational learning in iterative cycles that foster change. It is particularly effective in empowering vulnerable populations as co-researchers, implementing community-driven strategies, and fostering new roles and engagement methods.

The CO-CO-CO-CO methodology has been implemented to produce Visionary Integrated Solutions (VIS) within the following frameworks:

- IN-HUBS public-private-community partnerships.
- Gender, inclusion, equity, and diversity.
- Indicator framework to assess inclusive health and well-being.
- New European Bauhaus (NEB) principles.
- Replication in other cities.

RESULTS: IN-HABIT'S VISIONARY INTEGRATED SOLUTIONS

IN-HABIT in Cordoba

Key Initiatives:

- Revitalization of the central square through co-design workshops and community collaboration, the square was transformed into a social hub, hosting events such as Christmas, Carnival, and local festivities.
- Co-Creation of a picnic area out of a once abandoned space south of a local stream (Cantarranas).

These initiatives have enhanced community inclusion, empowerment while fostering a sense of ownership among residents.

IN-HABIT in Riga

Key Initiatives:

- Market transformation, improving accessibility, sensory inclusion, and infrastructure for all users.
- External environment enhancements by building a stage for cultural events, creating a community garden, and renaturalizing the market square to encourage cycling and sustainable mobility.
- Community kitchen, a social lab for healthy food consumption, food waste reduction, and employment training for vulnerable groups.

These initiatives enhance community integration, promote sustainable practices, and support vulnerable populations.

IN-HABIT in Lucca

Key Initiatives:

- Creation of an "animal corridor" linking the Serchio River Park, the historic city center, and the San Concordio neighborhood, reconnecting green spaces.
- Co-design of two relational areas for dogs, one near the Ex-Hospital of Campo di Marte and another in the Fluvial Park, to promote responsible pet ownership and socialization.
- Co-creation of Animal-Assisted Interventions in two nursing homes to improve residents' well-being.

IN-HABIT in Nitra

Key Initiatives:

- Co-creation of an 8 km multifunctional corridor connecting public, residential, and commercial spaces via a cycle path linking the Industrial Park, Dražovce, and the city center.
- Expansion of the Hidepark community garden, adding plots and a chicken area.
- Development of two picnic areas along the Nitra riverbank and testing of innovative riverbank management prototypes. Creation of a DIY café and bicycle repair and sharing services.



CONCLUSIONS

IN-HABIT has pioneered innovative approaches to enhance health and well-being in marginalized urban areas by integrating heritage and culture, food, human-animal connections, and art & environment as key drivers for social inclusion.

Using the CO-CO-CO-CO methodology, IN-HABIT has engaged diverse stakeholders, including vulnerable groups, in the co-design, co-implementation, and co-management of visionary solutions.

While the project has shown positive results, sustainable transformation requires public policies, citizen engagement, and private sector involvement for lasting impact. Each city presents unique challenges, and the IN-HABIT methodology may need adaptation to different urban realities.

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THE TRANSFORMATIONAL JOURNEY OF SPLIT DALMATIA COUNTY



SPLITSKO
DALMATINSKA
ŽUPANIJA



sunce

PREPARE THE GROUND

STAKEHOLDERS: MAPPING, SELECTION, & ENGAGEMENT

Stakeholders

- **public authorities** (national, county and local level)
- **scientific institutions and academia**
- **private sector and financial institutions**
- **NGOs and civil society organizations**



VISIONING WORKSHOPS

40 stakeholders from the pilot area Kaštela Bay met on February 7th 2025 in Split to discuss and reach a common vision for Kaštela Bay.

Kaštela Bay is an urban area adapted to climate change, with clean sea and air, green areas and restored agro-ecosystems.

Efficient infrastructure, public transport and stormwater management ensure a better quality of life.

Residents are connected, aware of the value of their space and actively participate in its preservation and development.



KEY COMMUNITY SYSTEMS

- **Critical Infrastructures** (coastal protection, ports, roads, energy infrastructure)
- **Water management** (stormwater infrastructure, infiltration areas, water reserves)
- **Ecosystems** (forest, coastal sea, wetland, streams and river) and **Nature-based solutions**



LANDSCAPE ARCHETYPES

Split-Dalmatia County

- 80 % of population lives in coastal area
- 90 % of economic activities are located in coastal zone



Pilot area Kaštela Bay

- total area is 190 km²
- the population is 237.000 (year 2021 census)
- 28 % (53 km²) of the pilot area is comprised of built-up land
- there are 34.000 buildings, mostly in low coastal area (with high percentage of individual houses)
- deforestation due to forest fires and urban development
- abandoned orchards and agricultural fields
- lack of stormwater infrastructure
- lack of traffic infrastructure
- high percentage of sealed soil in urban areas
- a mountain is located in the hinterland of the urban areas



MAIN CLIMATE IMPACTS & VULNERABILITIES

URBANIZATION, FLOODS, INCREASED AIR TEMPERATURE, WILDFIRES, DROUGHTS, STORM SURGE, SEA LEVEL RISE and COASTAL EROSION.



Click on QR code for more details available via ArcGIS StoryMap

ASSESSING CLIMATE CHANGE RISKS AND VULNERABILITIES

In 2015 a DIVA assessment of costs of sea level rise in the Republic of Croatia showed that **the highest number of people flooded per floodplain area would be in the Kaštela Bay, meaning the population of Split, Solin, Kaštela and Trogir.**

For the pilot area of Kaštela Bay an initial assessment of the risks related to flooding and land surface temperatures revealed the following:

- 1.849 buildings (6 %) in the pilot area have a high probability of flooding;
- 3.094 buildings (9 %) in the pilot area have a medium probability of flooding;
- 5.349 buildings (16 %) in the pilot area have a low probability of flooding;
- 23.144 buildings (68 %) in the pilot area are extremely vulnerable to urban heat as land surface temperatures exceeding 36°C.

Considering climate change, medium probability flooding will move towards high probability and with rising temperatures, more buildings will be affected by the high temperatures.

PLANNED NATURE BASED SOLUTIONS (NBS) IN DESIRMED

- For individual houses
- For public buildings
- Street trees
- Infiltration trenches and pits
- Green parking
- Renaturalization of streams
- Water retentions
- Coastal protection
- Integrated urban water
- Management
- Resilient urban planning



IDENTIFYING ADAPTATION OPTIONS & DEVELOPING ADAPTATION PATHWAYS

ADVANCES REGARDING KEY ENABLING CONDITIONS INCLUDE:

Detailed vulnerability and risk assessment carried out in the area.

Existing governance body (advisory committee of the Coastal Plan of Split-Dalmatia County) expanded with more stakeholders with expertise in NbS, to follow the progress of DesirMED.

IDENTIFYING & ASSESS ADAPTATION OPTIONS

CO-DESIGN A PORTFOLIO OF INTERVENTIONS

MONITORING AND EVALUATION



NATURANCE

Nature for insurance,
insurance for nature

www.naturanceproject.eu

WE ARE LOOKING FOR NATURE-BASED SOLUTIONS ENTHUSIASTS

Meet our Naturethon community

Regenerative agriculture and food security (Nigeria)

The submission focused on the benefits of nitrogen-fixing crops that naturally enhance soil fertility by converting atmospheric nitrogen into a form that plants can use, thus replacing or minimizing the need for synthetic fertilizers.

Os rapazes de mathos' (Portugal)

The project focused on the creation of a dunes and gangways system to reduce the coastal erosion of the Matosinhos Beach, which is currently ruined by a concrete walkway that makes storm water drainage and storm recovery difficult.

Green Laboratory for the estimation of the effectivity of the NbS (Slovakia)

This group of Slovak students and experts is actively working on the realization of two green roofs, experimenting new structures that can improve the quality of life in Bratislava.

Green infrastructures for water management in Valencia (Spain)

The proposal focused on the impact of climate change in the city of Valencia - recurrent droughts and flooding, water scarcity and urban heat - responding with the implementation of green infrastructure to capture, manage, and reuse rainwater.

NATURANCE is all about fostering dialogue on nature-based solutions and engaging communities across Europe, making sustainability and resilience as inclusive as possible. We believe in bottom-up solutions and in the power of people to drive change. That's why we seek citizens willing to actively engage in identifying innovative financial strategies for nature-based solutions in the context of climate action and disaster risk mitigation.

With Naturethon, we aim to create a conducive environment for open discussions, where all contributions are acknowledged, and all viewpoints are considered. It's a platform where you can meet and discuss sustainable nature-based solutions with peers, tackling climate change in your community. A great way to learn from others while driving change.



NATURANCE

Nature for insurance,
insurance for nature

NATURANCE aims to examine technical, financial and operational feasibility and performance of solutions that are built upon and combine disaster risk financing and investments with nature-based solutions (NBS). The project stimulates dialogues, knowledge sharing and mutual learning across different areas of policy and practice. To do that, it establishes a "network of existing networks" by connecting existing major knowledge networks and fostering cross-domain knowledge sharing and collaborative marketplace for innovative nature-based insurance and investment solutions.



Funded by
the European Union

The project has received funding from the European Union's Horizon Europe – the Framework Programme for Research and Innovation (2021-2027) under grant agreement No. 101060464

NBRACER – Nature Based Solutions for Atlantic Regional Climate Resilience

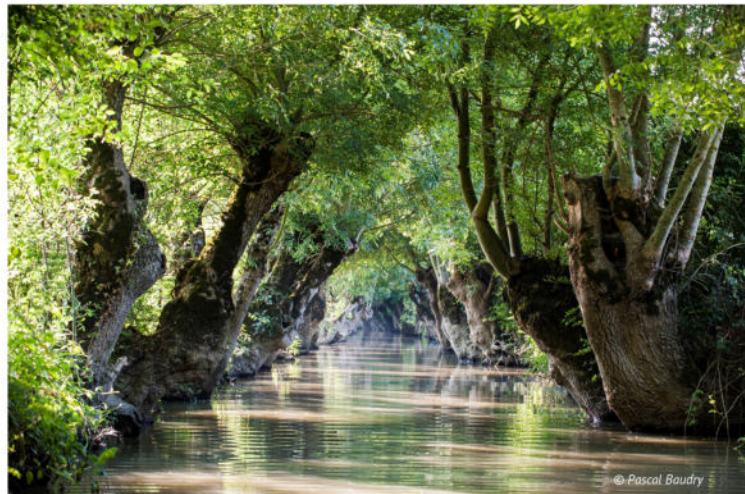
Nature-based Solutions to improve water management

Nouvelle-Aquitaine region, south-west France

Contact : Yohana CABARET

Regional coordinator

yohana.cabaret@nouvelle-aquitaine.fr



The NBRACER project is an European project launched in October 2023. It brings together eight European regions, including the Nouvelle-Aquitaine, in six different countries and aims to experiment with adaptation projects to climate change using nature-based solutions (NBS).

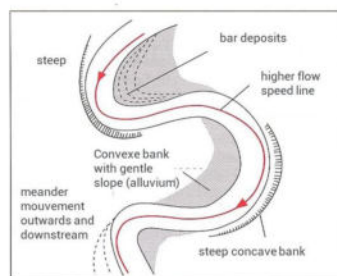
29 demonstrating and replicating projects will be developed under 3 landscapes: Marine and coastal, Urban and Rural during the 48 lasting months of the NBRACER project.

The Nouvelle-Aquitaine Region governmental entity is coordinating the project at a regional scale, in partnership with AcclimaTerra (Regional Scientific Committee on Climate Change), Bordeaux INP, the MEOS company, the Marais-poitevin PNR, SMEAG and Sorbonne University.

In the Nouvelle-Aquitaine region, two projects are under way and will have consequences on water quantity and biodiversity:

- The first located in the north of the region, in the Marais poitevin Regional Natural Park (PNR), aims to measure the **impact of river morphology restoration** through sediment recharge on the groundwater table. The works are carried on by the Syndicat Mixte du Bassin Versant de la Sèvre Niortaise (SMBVSN).
- The second one, further south in the region, in the territory of the Syndicat Mixte d'Étude et d'Aménagement de la Garonne (SMEAG) is called RAMAGE standing for Annual Recharge and Alluvial Maintenance of the Garonne at Low Water Level and aims to **support low-water levels and provide fresh water through recharge**.

NbS in depth



In the PNR project several changes are being carried on:

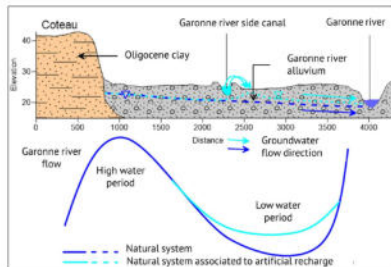
- Installation of mineral banks to restore the ecological functions of watercourses
- Restoring river dynamics, restoring all or part of the hydrosystem's functionality (ie.: fish habitats, oxygenation...)

Within the NBRACER project, equipment will be installed, and geophysical measurements will be performed in order to establish if there is an impact on the watertable following the surface water courses modifications.

The principle of the RAMAGE project is to store a fraction of the snowmelt flow (via the Garonne canal) in the water table to support low-water levels and provide fresh water during years of poor winter recharge.

This is an innovative project in Lot-et-Garonne, with an infiltration target of 1 m³/s from March to May (8 to 10 hm³).

Some infiltration sites have been identified and modelling tests were performed since 2019. With the NBRACER project the objective is to find new infiltration points and start *in situ* infiltration tests.



© Vivre Bordeaux – The city of Bordeaux and the Garonne river view

Climate change impacts are widely visible, and this part of the south-west of France is particularly affected. It is expected to a 2030 horizon:

- A drop in "natural" flows in the Garonne river of the order of 13 to 32 % (higher at the foot of the Pyrenees mountain range, in the south of the region)
- A lower recharge of the water tables

Both demonstrators are not focused on urban landscapes but in water management. Nevertheless, social benefits will be a consequence of the projects' implementations.

For example, in the RAMAGE project, water inputs via the water table with a temperature around 14-15° C will limit the warming of the Garonne river. This could have a positive influence on the city cooling, although not fully noticeable by the inhabitants because the lack of knowledge.

Social aspects will be considered mainly by AcclimaTerra and the PNR, both partners in the NBRACER project, in order to better communicate to citizens, the interest and benefits of NBS.

Environmental benefits



© PNR Marais poitevin / A. Texier / D. Decoeune - Yannick Gougouheim - Didier Cantin - Pierre Viola

The Nouvelle-Aquitaine is France largest region (it is the same size as Portugal) and therefore there is a large variety of environments and landscapes that interact and give this territory a vast and extremely rich biodiversity.

The Marais poitevin is an important wetland on the French Atlantic coast, listed as a Ramsar site and has 150 km of coastline.

It is also a remarkable natural heritage with:

- 337 bird species
- 54 mammal species
- 54 species of dragonfly
- 63 butterfly species
- 34 fish species
- 17 amphibians
- 1,000 plant species

The river course restoration that started in September 2023, introducing among others nesting zones, has allowed fish population to recolonize the area.

This shows that simple changes can easily bring biodiversity back.

During the NBRACER project several aquatic species are going to be followed.

Concerning the RAMAGE project, sampling is being carried out to determine and follow the **stygofauna** that could be present in the aquifers.



© SMBVSN



Before ▲ / After ▲ Restoration



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the European Union



NBRACER
Nature Based Solutions
for Atlantic Regional Climate Resilience



RÉGION
Nouvelle-Aquitaine





About the project

Coordinator: Mindert de Vries, DELTARES

NBRACER is a project funded by HORIZON Europe Research and Innovation actions in support of the implementation of the Adaptation to Climate Change Mission (HORIZON-MISS-2022-CLIMA-01). NBRACER works with **5 Demonstrating** and **3 Replicating** regions across 3 different Landscapes (**Marine & Coastal, Urban and Rural**) in the European Atlantic biogeographical area to vision and co-design place-based sustainable and innovative NbS that are tailor-made within the regional landscapes and aligned with their climate resilience plans and strategies. The project has been granted with a total **EU contribution** of 17.4 millions for a 48 months duration.

Project Objectives

- Contribute to the active engagement of communities and regions, improvement of climate risks management, and enhancement of resilience and capacity to adapt to climate change through leveraging existing regional initiatives.
- Orchestrate co-creation and validation of Nature-based Solutions, enhancing climate resilience while mainstreaming their implementation and replicability.
- Formulate pathways to climate resilience through an integrated approach combining a sound conceptual framework, modelling, mapping and decision support tools, processes, and sustainable governance mechanisms.

NBRACER Atlantic Regions

DEMONSTRATING REGIONS

- 1 CANTABRIA
- 2 CENTRAL DENMARK
- 3 NOUVELLE-AQUITAINE
- 4 PORTO MUNICIPALITY
- 5 WEST-FLANDERS

REPLICATING REGIONS

- 1 CÁVADO
- 2 PROVINCIE FRYSLÂN
- 3 EAST-FLANDERS



Some of the solutions involved in the NBRACER Demos



1 Recovery of intertidal areas and natural tidal dynamics - Oyambre (ES)



5 Constructed wetlands for water treatment in Flanders (BE)



4 Revitalisation of green areas - Quinta de Salgueiros (PT)

Partners



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„Integrating Nature-Based Solutions into Higher Education towards exploiting the transformative potential of Social Economy for a green and inclusive future" (presentation of the project)

The Erasmus+ project **SEgoesGreen** stands at the link of environmental action and educational innovation. Rooted firmly in the priority of “Environment and fight against climate change”, this initiative is centered on creating an advanced educational framework specifically tailored for university educators in Social Economy (SE).

The aspiration of the project is to embed environmental education deeply within SE university courses, advocating for NBS's incorporation as a staple component. With the growing role of SE in climate change mitigation and the pivotal part played by Social Economy Entities (SEEs) in pioneering green transformations, the SEgoesGreen project emerges as a timely and critical intervention to bridge existing educational gaps and catalyze a sustainable future.

SEgoesGreen project aims to :

- * design an innovative and holistic educational programme that will provide university teachers in fields related to the SE with all the necessary skills, methodologies and knowledge on how to successfully use NBS as educational tools to exploit the ecological potential of the social economy.
- * encourage innovative educational methodologies to empower future generations of social entrepreneurs to take ecological actions within their communities
- * include environmental education in university curricula by promoting NBS as an integral part of them.

Workpackages :

- * Developing a study for embedding NBS in SE related studies—expert analysis of the application of NBS in higher education, especially in the field of social economy.
- * Training higher education teachers on using NBS as tools to exploit the environmental potential of SE
- * Development of a Green SE curriculum to offer SE students hands-on project and research experience with NBS.

Follow and contact us on LinkedIn **#SEgoesGreen** if you want to join our activities or access educational materials

Project partners



University of the
National Education
Commission, Krakow



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www.segoesgreen.eu

Project Acronym: SEgoesGreen

Project number:

2022-1-PL01-KA220-HED-000087149

How do people value nature-based solutions?

Insights from 2 Discrete Choice Experiments in the Netherlands

Georges Farina¹, Laurine de Wolf¹, Guillermo Garcia¹, Teun Schrieks¹, Magdalena Lesch¹

¹Institute for Environmental Studies, Amsterdam

Preference for green roofs and their co-benefits

Household survey (N=2857) in the most populated Dutch municipalities

- How do people feel about **green roofs** and their **public benefits** (pluvial flood risk reduction, biodiversity) vs **private benefits** (indoor cooling, protection of roof structure, aesthetic amenities)?
- How do **information campaigns** affect Willingness-to-Pay (WTP) for green roof public vs private benefits?



NBS for climate adaptation can be implemented at **different scales**, from **small private investment**, e.g. green roofs, to **large public infrastructure**, such as river flood protection measures, e.g. wetlands and reforestation.

This poster presents insights from two Discrete Choice Experiments (DCEs) that examine **public preferences for NBS at both scales**, in the Netherlands.



Choice experiment on NBS for flood risk reduction

Household survey with **2000 respondents** from all over the Netherlands, while oversampling Limburg due to recent experience with flooding.

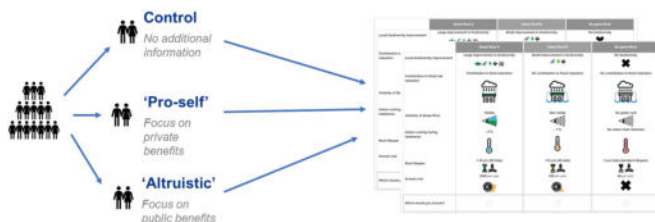
Over **50 stakeholders** from both the public and private sector participated in the Innovation Labs. Achmea, Rabobank, Dutch Ministry of Finance, ASR, Dutch Association of Insurers, Dutch Water Management Directorate, local government representatives

How we asked for people's preferences

	Green Roof A	Green Roof B	No green roof
Increase in species richness	Large increase in plant and animal species	Small increase in plant and animal species	No increase in plant and animal species
Contribution to pluvial flood risk reduction	Flood risk reduction	No flood risk reduction	No flood risk reduction
Visibility of Green Roof	Visible	Not visible	No green roof
Indoor cooling during heatwaves	-1°C	No indoor cooling	No indoor cooling
Roof lifespan	+5 yrs (20 yrs)	+30 yrs (50 total)	+0 yrs (20 yrs)
Annual cost	120€ per year	30€ per year	0€ per year
Which would you choose?	☐	☐	☐

Example of choice task

... embedded in a split-sample behavioural experiment on information framing



Prior to performing the Choice Experiment, participants were randomly assigned to three groups and exposed to slightly different information on green roof benefits: a control group, one with a slight focus on private benefits, and one with a slight focus on public benefits.

What do people care about the most?

Feature	Willingness to Pay (€ = ~€30/year)
Indoor Cooling (Green Roofs)	High
Biodiversity	Medium
Roof Protection	Medium
Flood Risk Reduction	Medium
Aesthetic Amenity	Low

Framing information on green roofs on **"Pro-self" individual benefits** (indoor cooling and roof lifespan increase) leads to a **statistically significant increase in WTP** for flood risk protection and indoor cooling

Considering **public benefits** of green roofs greatly increases their overall economic value, i.e. Cost-Benefit Ratios become positive

Perspectives for further research: which business models, incentive schemes and/or information campaigns can enable wider green roof adoption?

NBS alternatives



Experimental setting



	Scenario 1	Scenario 2	Scenario 3
Type of NBS	Reforestation	Natural grassland	No additional NBS
Land use change	500 hectares	100 hectares	No land use change of agricultural land
Recreation	Water-related activities	No additional recreational activities	No additional recreational activities
Biodiversity	6 species no longer have an unfavorable status	0 species have their status changed to a favorable status	0 species have their status changed to a favorable status
Additional warning time	Two hours additional warning time	Half an hour additional warning time	No additional warning time
Annual increase waterboard tax	50 euro	100 euro	No increase waterboard tax
Which would you choose?	☐	☒	☐

Example of choice task

Who pays? Who gains?



Willingness to pay for NBS and characteristics

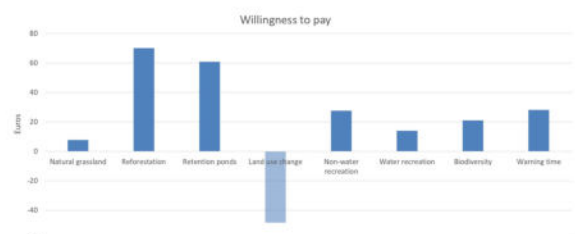


Figure: Preliminary WTP estimates from mixed logit model

- On average, people have a **positive valuation** of the nature-based solutions, especially for **reforestation** and **retention ponds**, but they **dislike change of agricultural lands**.
- An increase in **warning time** for floods, improved **biodiversity** and possibilities for **recreation** all significantly increase the **willingness to pay**.

A green Festival for all!

We made sure to impact the environment as little as possible by observing some small (but powerful) green tips.



We chose public transport (tram and bus) whenever possible.



Partners from Italy - Emilia-Romagna Region, Art-ER, DEDA Next, CMCC, ARPAE, National Park Appennino Tosco Emiliano, GECOS, University of Bologna - came together by renting a single bus instead of travelling by plane: this saved **2.57 tons of CO2-equivalent** emissions ([Click here](#) to know how we did the maths!).



We went digital (paper-less): 247 total visits to the programme and 194 total visits to the smart version



Badges and lanyards were recycled by REGEA



We went no-plastic! The caterers used local food; plates and glasses were of glass and ceramics.



Gadgets were local agri-food products 'handmade' by the University of Zagreb

A collective effort



The partners who make this happen:

- DEDA-NEXT
- CMCC
- University of Zagreb, Faculty of Agriculture
- REGEA

Dora, Monika, Karla, Jelena, Miljenko



Acknowledgement

The Festival's organization was made possible through the constant and dedicated support of the University of Zagreb, Faculty of Agriculture, and REGEA.

Furthermore, we extend our sincere appreciation to the Municipality of Zagreb, the Ministry of Environment Protection and Green Transition and the Ministry of Physical Planning, Construction and State Assets of Croatia.

It is also to be acknowledged the collaboration of the "sister projects" of the NBS4EU cluster, of which ARCADIA is a member: DesirMED, CARDIMED, Land4Climate, MountResilience, Natalie, and NBRACER.

Finally, particular thanks for the significant contributions to the programme go to DesirMED, CLIMAAX, CLIMAX PO and NATURANCE as well as to the projects presenting their progresses and advancements in the poster session: AcquaGuard, BLUE RECHARGE, DesirMED, GENESIS, GreenScape CE, INFIRE, NATURANCE, NBRACER, RESTORIVER.



ARCADIA LINKEDIN PAGE

Social Media Strategy

A LinkedIn Page is specifically designed for organizations, projects, or institutions, and it differs from a personal profile in several ways. To effectively showcase the ARCADIA Project, a LinkedIn Page would offer professional visibility and help you engage with a broader **audience** (target groups-TAGs):

1. Local, regional and national governments, authorities dealing with climate adaptation and climate risk management, regional development planning and natural resource management (e.g. river basin district authorities); alliances of local/regional governments and their networks
2. Private sector, business and investors alliances, entrepreneurs, risk knowledge brokers and model vendors
3. Mission Adaptation regions & projects (communities of practice) and Mission Implementation Platform
4. Research and innovation organisation and academia, knowledge networks across various thematic areas such as NbS, sustainable insurance and investments, climate and disaster risk assessment
5. Media outlets and journalists

The content strategy in 3 steps

1. Updates section: this is the core of your page, where all posts appear. We can use it to:
 - a. share regular updates on project progress, research findings, events, and successes.
 - b. post content like articles, videos, polls, and slide decks that engage our TAGs
 - c. post news or insights from the broader climate resilience and sustainability industry shows that ARCADIA is an active, knowledgeable player in its field.
2. Hashtags: we can select up to 3 custom hashtags related to ARCADIA's work.
3. Rich media: Regularly we can share visual content (infographics, case study videos, or behind-the-scenes project snapshots) because it is highly engaging.



LinkedIn best practices

1. Optimal timing for posting

- Best days: Tuesday, Thursday, and Saturday. On Saturdays, 60% of LinkedIn users are active, but only 20% post, offering a great opportunity to stand out.
- Best times: 8:00 - 10:00 a.m. local time. Ensure ARCADIA's key posts are live during these high-traffic periods to boost visibility.

2. Content that performs well

- **Polls:** reach up to 450% more people. Use polls to engage with practitioners, students, PhDs, and public servants on NbS.
- **Document posts:** sharing a PDF slide deck (e.g., a summary of ARCADIA's latest research, a summary of a deliverable) can increase reach by 250%.
- **Multiple pictures:** posts with several images (like project visuals, people at work, headquarters, landscapes) can have 150% more reach.

3. Engagement strategy

- Job postings: are we looking for researchers, PhD students or do we offer internships? We can use the **LinkedIn Jobs section** to promote these and attract students, PhDs, and professionals.
- **Likes and comments:** encourage colleagues to engage with ARCADIA posts within the first 2 hours. Comments are especially impactful – they increase reach by 4x more than likes. Make sure to reply promptly.
- **Dwell time:** longer posts (between 1200-1999 characters) increase dwell time, prompting viewers to spend more time engaging. Partners are encouraged to include substantial content that captures interest (project results, case studies, success stories, interviews, etc.).
- **ARCADIA people advocacy:** ARCADIA's partners and collaborators link their profiles to the ARCADIA Project page. This creates a stronger network effect and helps amplify our reach through their connections.
- **Arcadia people Posts:** ARCADIA people can share and engage with the content posted on the Arcadia Page. This amplifies reach since employee engagement can expand the audience beyond direct followers.



4. Hashtag strategy

4.1 Personal hashtags (project specific hashtags)

Use a **personal hashtag** for the ARCADIA Project. This can group posts and increase engagement by up to 15%.

#ArcadiaNatureBasedSolutions

#ArcadiaAdaptation

4.2 Popular, broader and high-engagement hashtags

1. #Sustainability – Broad, widely-used, and associated with environmental initiatives. This hashtag often trends and receives high engagement.
2. #ClimateAction – Focuses on climate change mitigation and adaptation strategies; it is well-followed and relevant to ARCADIA's goals.
3. #NatureBasedSolutions – Directly related to the ARCADIA project, and increasingly popular within the environmental and academic communities.
4. #ClimateResilience – Engages with professionals and policymakers interested in adaptation strategies and long-term resilience planning.
5. #GreenInfrastructure – Relevant for posts that address NbS and sustainable urban planning.
6. #Biodiversity – Often used in posts about conservation and nature-based approaches; taps into the growing awareness around biodiversity loss.
7. #SustainableDevelopment – Focuses on achieving global sustainability goals, widely used in academic, governmental, and practitioner circles.

4.3 Niche hashtags for targeted engagement:

1. #EUGreenDeal – Specific to European Union (EU) climate policies, this is useful for posts discussing regulations, frameworks, or partnerships within the EU.
2. #ResilientCommunities – Effective for discussions around how local communities adapt to climate challenges.
3. #ClimateAdaptation – Specifically targets those working on adaptation strategies in the context of climate change.
4. #EnvironmentalScience – Engages students, PhDs, and researchers focused on scientific approaches to climate and NbS.

We are encouraged to combine 3-6 hashtags in each post:

- 1-2 broader ones (e.g., #Sustainability, #ClimateAction)
- 1-2 niche (e.g. #ResilientCommunities)
- 1-2 project-specific ones (#ArcadiaAdaptation)

This helps capture a wide audience while ensuring engagement from more specialized followers.

5. Tagging

To maximize visibility and engagement on ARCADIA's LinkedIn posts, we should tag individuals and organizations relevant to NbS, climate resilience, and sustainability. Tagging key stakeholders (e.g., partners, experts) can help amplify ARCADIA's message and spark meaningful interactions and increase reach by 10-15%.

5.1 Project Partners and Collaborators

ARCADIA's internal team members: tagging colleagues who are directly involved in the project can spark initial engagement. They can like, comment, or share posts, which increases reach.

Looking for a colleague's LinkedIn profile? >> [LinkedIn Map](#)

5.2 Relevant experts and thought leaders¹

Articles and publications: we can publish long-form content like blog posts or articles to share expert opinions, research insights, or case studies from the Arcadia Project and its ecosystem.

- **Richard Smithers** - Director, EU Mission Implementation Platform for Adaptation to Climate Change (MIP4Adapt)
 - <https://www.linkedin.com/in/richardsmithers1/>

¹

- Ioannis Pappas – Expert in sustainable development and climate resilience. Active in projects related to sustainability and a great voice to engage with. <https://www.linkedin.com/in/ipappas/>
- Elisa Morgera – A thought leader in biodiversity law and nature-based approaches. <https://www.linkedin.com/in/elisa-morgera-88b76b95/>
- Tim Christophersen – UN Environment Programme lead on nature-based solutions and biodiversity. <https://www.linkedin.com/in/tim-christophersen-a4876228/>
- Thomas Elmqvist – A recognized expert in urban sustainability and resilience, key for engaging academic and policy communities. <https://www.linkedin.com/in/thomas-elmqvist-675381a/>

5.3 Local, regional and national governments, authorities dealing with climate adaptation and climate risk management, regional development planning and natural resource management; alliances of local/regional governments and their networks

- **UN Environment Programme** for global perspectives on nature-based solutions - <https://www.linkedin.com/company/unep/>
- **European Commission** – Particularly DG Environment and DG Climate Action for posts about climate policies or EU Green Deal initiatives: <https://www.linkedin.com/company/mip4adapt/>
- **ICLEI** – Local Governments for Sustainability – A global network focused on sustainable development: <https://www.linkedin.com/company/iclei/>

5.4 Sister Projects

Sister Projects: observe their engagement and adapt strategies accordingly.

- DesirMED <https://www.linkedin.com/company/cmccfoundation/>
- CARDIMED <https://www.linkedin.com/company/cardimed-eu/>
- NBRACER <https://www.linkedin.com/company/nbracer/>
- NATALIE <https://www.linkedin.com/showcase/natalieproject/>
- MountResilience <https://www.linkedin.com/company/mountresilience/>

(Synergies)

- LAND4CLIMATE <https://www.linkedin.com/company/land4climate/>
- NATURANCE <https://www.linkedin.com/company/naturance-project/>

5.5 Media outlets and journalists

Tag relevant media outlets:

- <https://www.linkedin.com/company/the-new-york-times/>
- <https://www.linkedin.com/company/financial-times/>
- www.linkedin.com/company/the-economist/
- <https://www.linkedin.com/company/politico-europe/>
- <https://www.linkedin.com/company/politico-europe-pany/eu-ractiv-com/>
- <https://www.linkedin.com/company/bloomberg/>
- <https://www.linkedin.com/company/thomson-reuters-foundation/>



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- <https://www.linkedin.com/showcase/business-green/>
- <https://www.linkedin.com/company/reuters2/>
- <https://www.linkedin.com/company/climate-home-news/>
- <https://www.linkedin.com/company/euronews/>

Tag individual reporters who cover climate issues:

- **Arthur Neslen**, environmental journalist specializing in EU climate policy, energy, and environmental issues: <https://www.linkedin.com/in/arthur-neslen-a4937712/>
- **Megan Darby**, editor and journalist focusing on global climate negotiations, climate finance, and energy transitions: <https://www.linkedin.com/in/megan-darby-46a75737/>
- **Karl Mathiesen**, European climate and energy policy reporter: <https://www.linkedin.com/in/karl-mathiesen-27a22742/>
- **Chloé Farand**, climate reporter covering climate justice, negotiations, and energy policies: <https://www.linkedin.com/in/chloé-farand-b0a528a5/>

By tagging these reporters and media outlets, we not only increase the chances of engagement but also place ARCADIA's content in front of key influencers, decision-makers, and broader audiences relevant to project goals.

Use tagging strategically and appropriately, focusing on relevant posts and ensuring the tagged individuals or organizations can add value to the conversation.

6. Avoid these pitfalls

- Multiple posts per day: posting too frequently (within 24 hours) can lower engagement.
- Short comments: comments with fewer than five words reduce reach. Encourage thoughtful, substantial responses.
- Links in posts: avoid inserting external links in the original post. Add them afterward by editing the post to prevent reach from being negatively impacted.

LinkedIn features

- **Event pages:** we can promote ARCADIA-related events (web-festivals, conferences, webinars, workshops) through LinkedIn's Events feature. This creates a separate event page where we can invite people, and provide updates. We can also track how many people register for and attend events, their engagement (e.g., comments, questions).



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- **Live streaming:** we can use LinkedIn Live to host webinars and web-festivals, online climathons, live Q&As, or events where ARCADIA can showcase its work, explain NbS, and engage with the audience in real-time.
- **Showcase Tab:** if we want to stress multiple sub-projects or areas, we can create Showcase Pages under the main LinkedIn Page. For instance: “Arcadia Research”; “Arcadia Co-innovation Labs”; “Arcadia Festivals” to target different audiences like researchers or local authorities.
- **LinkedIn Groups** are a great way to create a dedicated community around specific topics, to foster discussions among our TAGS. We can share exclusive content like case studies, white papers, and research findings to engage members to feed an informal space for networking, discussions, and outcomes.
- **LinkedIn Newsletters** if we want to send regular updates to our TAGs directly. The "Arcadia Nature-based Solutions Digest" (example) with key updates from the project, thought leadership articles, and the latest research, policy insights. A LinkedIn newsletter also gives us analytics, so we can track who is opening and reading your content. Followers can subscribe, ensuring our project content is delivered directly to their inbox.
- **LinkedIn Learning** is a feature that provides educational content and courses on a variety of subjects. Share relevant LinkedIn Learning courses with our network or in our posts that are related to climate change, sustainability, or NbS; promote learning and development among your followers, helping them grow in their professional roles. Advantages: position ARCADIA as a knowledge-sharing entity by connecting professionals to valuable learning resources; increases engagement by offering value beyond project updates, aligning Arcadia with the education and professional development of its community.

Analytics and metrics

These will help us understand our audience, improve engagement, and refine ARCADIA content strategy.

Follower analytics

- **Number of followers:** monitor the overall growth of followers. A steady increase shows that our content is attracting attention, while any drop may indicate a need for a content strategy shift.
- **Follower demographics:** LinkedIn provides demographic insights, such as job function, location, industry, and seniority. This is crucial for understanding if we're reaching the right audience (our TAGs).



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Engagement analytics

Post engagement rate: this is a key indicator of how well our content resonates with the audience.

Track:

- **Likes, Comments, and Shares:** higher engagement shows that the content is relevant and sparking interest.
- **Engagement rate:** the percentage of engaged users compared to the total number of users who viewed the post.
- **Click-Through Rate (CTR):** tracks how often people click on links in our posts (e.g., links to reports, articles, or event sign-ups).

Content analytics

- **Best performing content:** track which types of posts get the most engagement (polls, articles, videos, images). LinkedIn's analytics will show us which specific posts perform best, allowing us to refine our content strategy.
- **Action:** if polls are consistently driving engagement, incorporate them regularly. If posts with visuals (e.g., infographics, project snapshots) perform better, create more of them. If we share PDFs or slide decks, track how many people viewed or downloaded them.
- **Hashtag performance:** track how well posts perform with different hashtags.

Reach, impressions, traffic analytics

- **Total impressions:** the total number of times posts were shown to users.
- **Unique impressions:** the number of unique users who saw a post.
- **Page views:** the total number of visitors to ARCADIA LinkedIn Page, as well as the specific sections they visit.
- **Referral sources:** understand where our traffic is coming from (e.g., LinkedIn search, external websites, or shared posts).

LinkedIn Social Cards on Canva

- **Main image**
https://www.canva.com/design/DAGQcqNLVEE/2Gt2IzZWsz-dE8JU6C62zQ/edit?utm_content=DAGQcqNLVEE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- LinkedIn profile picture
https://www.canva.com/design/DAGQcpArNql/VyWLboEQyu-lttc5N1o7Lw/edit?utm_content=DAGQcpArNql&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- Image cover
https://www.canva.com/design/DAGQctpK-4U/D2mg8QZWAY1nmFvKuGsldg/edit?utm_content=DAGQctpK-4U&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- LinkedIn Post
https://www.canva.com/design/DAGQcqUnN0g/aWmuoe4ZY2-Xm1oru0_1oq/edit?utm_content=DAGQcqUnN0g&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

